

## **MRAA Internet Privacy Statement**

Marine Retailers Association of the Americas is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Marine Retailers Association of the Americas Web site and governs data collection and usage. By using the Marine Retailers Association of the Americas website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

Marine Retailers Association of the Americas collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Marine Retailers Association of the Americas also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Marine Retailers Association of the Americas. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Marine Retailers Association of the Americas for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Marine Retailers Association of the Americas Web site.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Marine Retailers Association of the Americas public message boards, this information may be collected and used by others. Note: Marine Retailers Association of the Americas does not read any of your private online communications.

Marine Retailers Association of the Americas encourages you to review the privacy statements of Web sites you choose to link to from Marine Retailers Association of the Americas so that you can understand how those Web sites collect, use and share your information. Marine Retailers Association of the Americas is not responsible for the privacy statements or other content on Web sites outside of the Marine Retailers Association of the Americas and Marine Retailers Association of the Americas family of Web sites.

### **Use of your Personal Information**

Marine Retailers Association of the Americas collects and uses your personal information to operate the Marine Retailers Association of the Americas Web site and deliver the services you have requested. Marine Retailers Association of the Americas also uses your personally identifiable information to inform you of other products or services available from Marine Retailers Association of the Americas and its affiliates. Marine Retailers Association of the Americas may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Marine Retailers Association of the Americas does not sell, rent or lease its customer lists to third parties. Marine Retailers Association of the Americas may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Marine Retailers Association of the Americas may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Marine Retailers Association of the Americas and they are required to maintain the confidentiality of your information.

Marine Retailers Association of the Americas does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Marine Retailers Association of the Americas keeps track of the Web sites and pages our customers visit within Marine Retailers Association of the Americas, in order to determine what Marine Retailers Association of the Americas services are the most popular. This data is used to deliver customized content and advertising within Marine Retailers Association of the Americas to customers whose behavior indicates that they are interested in a particular subject area.

Marine Retailers Association of the Americas Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Marine Retailers Association of the Americas or the site; (b) protect and defend the rights or property of Marine Retailers Association of the Americas; and, (c) act under exigent circumstances to protect the personal safety of users of Marine Retailers Association of the Americas or the public.

### **Cookies and Web Beacons**

In order to help enhance the performance and functionality of the Marine Retailers Association of the Americas Site, we utilize session, persistent and third-party "cookies" that store a small piece of data on a users' computers and collect certain information about the users' visit to our Site. Marine Retailers Association of the Americas also uses cookies to understand users' browsing and buying activities so that we can measure the success of online advertising campaigns we run on the Site. Marine Retailers Association of the Americas also uses web beacons (either directly or from our partners), along with cookies, to determine if a user has visited a particular website. These beacons aid in providing more relevant advertising to the user, as well measuring the success of an advertising campaign, but provide no personally identifiable information.

Cookies are small text files that web servers typically send to users' computer when they visit a website. Cookies are stored as text files on users' hard drive, and can be accessed by web servers when the user visits a website or views an advertisement. A session cookie is a cookie that stores information as a user is using the Site but is deleted once the browser session is finished. A persistent cookie is a cookie that stores information as a user utilizes the Site and stores and uses that information in connection with future visits of the user to the Site. Third-party cookies and/or web beacons are cookies or web beacons provided by our technology and/or advertising partners. Any third-party cookie or web beacon that we authorize for use on the Site only collects that information described below for the same stated purposes as if we were directly collecting the information. For a third-party cookie or web beacon, the third-party will have access to the collected information in order to provide us with information or services to enhance the performance and functionality of the Site.

The cookies and web beacons used by the Marine Retailers Association of the Americas collect personally identifiable information about users of the Site, including the names of users who have visited a particular website(s). The cookies also collect information such as 1) the browser used to access the site; 2) date and time the site was accessed; 3) the URL of the page being loaded; 4) any previously assigned cookie identification (a unique identifier assigned to a user to identify repeat visitors); 5) browser window size; 6) the geographic location of the user; and 7) device and operating system used to access the Site. The information we collect from these cookies and web beacons is used to determine information about a user's visit to our Site, including 1) the number of visits to the site by an individual user; 2) the average time spent on the site by an individual user; 3) pages viewed by an individual user; 4) navigation history through the website by an individual user; 5) and other statistics. This information is used to enhance the users experience while visiting our Site and to improve the performance of our Site by, among other things, allowing us to monitor Site performance, making the Site easier to use, measuring the effectiveness of promotional placements, and tailoring the Site (including the ads and offers a user receives) to better match a user's interests and preferences. Please note that disabling cookies on your browser will prevent us from tracking your activities in relations to our Site and may also disable some of the functions and features of the Site or prohibit the Site from functioning.

Marine Retailers Association of the Americas works with third party vendors to provide a more customized experience for you. To do so, we disclose personally identifiable information about you (specifically, your name and email address) to those vendors, though we do not allow them to re-sell or use that information for their own purposes.

Users who prefer not to accept cookies can set their Internet browser to notify them when they receive a cookie or to prevent cookies from being placed on their hard drive. If you consent to our collection of cookies and you subsequently wish to withdraw your consent, you will need to manage the settings on your web browser to delete all cookies and disallow further acceptance of cookies. Please note that disabling cookies on your browser will prevent us from tracking your activities in relations to our Site.

**Security of your Personal Information**

Marine Retailers Association of the Americas secures your personal information from unauthorized access, use or disclosure. Marine Retailers Association of the Americas secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

**Changes to this Statement**

Marine Retailers Association of the Americas will occasionally update this Statement of Privacy to reflect company and customer feedback. Marine Retailers Association of the Americas will notify the members of the association, by email, when changes to the policy have been made.

**Contact Information**

Marine Retailers Association of the Americas welcomes your comments regarding this Statement of Privacy. If you believe that Marine Retailers Association of the Americas has not adhered to this Statement, please contact Marine Retailers Association of the Americas at [info@mraa.com](mailto:info@mraa.com). We will use commercially reasonable efforts to promptly determine and remedy the problem.