

# **BAKKO TRANSFER PRIVACY POLICY**

## **Respecting Customer Information**

### **The Bakko Transfer Commitment to Your Privacy**

Bakko Transfer respects your right to privacy. This Policy outlines how Bakko Transfer privacy principles protect your privacy as a key part of Bakko Transfer on-going sales and services relationship with you as a valued customer. The privacy principles apply to all personal information that Bakko Transfer collects from customers. Personal information refers to any personally identifiable information about you.

### **What Personal Information Does Bakko Transfer Collect?**

In connection with your equipment purchase, Bakko Transfer collects the information provided by you that is necessary for your dealership to complete the transaction. Bakko Transfer will also collect personal information from you through customer surveys, inquiries or requests for information and your visits to Bakko Transfer web sites. You will only be asked to provide personal information in order to enable Bakko Transfer to provide you with services such as providing new product information, offers, news, industry related information or assisting you in contacting a dealership.

Bakko Transfer will collect information relating to your service transactions with authorized dealerships. As part of our on-going efforts to better understand your equipment needs and improve the products and the quality and efficiency of Bakko Transfer and Bakko Transfer dealership's provisions, Bakko Transfer will, from time to time, ask you to provide information regarding your purchase preferences and demographics through customer surveys. Bakko Transfer will also collect any information that you provide through your customer service inquiries or when Bakko Transfer responds to your requests for information.

Bakko Transfer also collects information that you provide during visits to Bakko Transfer web sites, including contact information, equipment information, customer survey information, owner information, and contest entry information you may have submitted via social media.

### **How is Your Personal Information Used?**

Bakko Transfer may use your personal information for the following purposes:

- to respond to your requests for products, services, or information.

- to improve products and services and better understand your equipment needs, including through customer surveys.
- to improve the operation/administration of our independently owned and operated dealer network, including quality assurance and training.
- to administer your warranty coverage.
- to increase your awareness of Bakko Transfer products and services.
- to include you in advertising or marketing campaigns to offer you Bakko Transfer or other products and/or services where you have subscribed to such communications.

## **With Whom is Your Personal Information Shared?**

For the purposes outlined above Bakko Transfer will only share your personal information with Bakko Transfer and with Bakko Transfer dealerships. Bakko Transfer will not disclose any of your personal information to any other persons, except (i) with your prior consent; (ii) in connection with a sale of all or substantially all of the assets of one of Bakko Transfer' businesses; or (iii) as may be required or permitted by law.

## **Your Consent**

Your consent may be given expressly or implied, depending on the circumstances.

In connection with your equipment purchase or certain service requests you will be asked to consent expressly to Bakko Transfer allowing the collection of personal information for the purposes identified herein.

When you visit Bakko Transfer web sites ([www.bakkotransfer.com](http://www.bakkotransfer.com)) you consent to Bakko Transfer collection, use and disclosure of your personal information that you provide on the web site. In some cases, the web site may prompt you to provide your consent to the collection of certain personally identifiable information. By clicking "I have read, and I agree" you are giving Bakko Transfer permission, as applicable, to collect, use and disclose your personal information as described above under the headings "What Personal Information Does Bakko Transfer Collect", "How is Your Personal Information Used" "With Whom is Your Personal Information Shared?".

In other cases, your consent is understood, such as when you respond to a customer satisfaction survey, request product information, a quote or demonstration from a web site or register for updates on the web site.

By providing any personal information in any email request or any interactive activities on Bakko Transfer web sites you consent to Bakko Transfer collection of that information.

Unless you request Bakko Transfer not to do so, you agree that Bakko Transfer may use and disclose to Bakko Transfer and Bakko Transfer dealerships your personal

information for the purposes of selectively including you in advertising and marketing campaigns designed to increase the awareness of Bakko Transfer brand products and services and the goodwill associated with Bakko Transfer businesses. Some of Bakko Transfer advertising and marketing campaigns include sending out Bakko Transfer newsletters, service reminders and promotional offers.

## **Your Consent and Electronic Messages**

Bakko Transfer will only send email, text or other electronic messages to you if you have existing equipment warranty coverage or some other form of business relationship with Bakko Transfer, or have asked for or otherwise agreed to receive emails, texts or other electronic messages from Bakko Transfer Any electronic message that you receive from Bakko Transfer will identify Bakko Transfer as the sender, enable you to contact Bakko Transfer directly and provide for a means of unsubscribing from further electronic messages.

## **Bakko Transfer Web Sites**

**Non-Personally Identifiable Information.** When you visit Bakko Transfer web sites, unless you tell Bakko Transfer who you are or reveal any other personal information, Bakko Transfer does not collect or store any information about you. The only information Bakko Transfer collects and stores is non-personally identifiable information such as the name of your Internet service provider, the type of the Internet browser you used, and referring web site and the pages you request. Bakko Transfer uses this non-personally identifiable information to generate aggregate statistics regarding Bakko Transfer web site activity.

**Cookies.** Cookies are files that your web browser places on your computer's hard drive that permit websites to tell whether, and if so, how many times, you have accessed a web site previously, your language of choice, your dealer of choice, the state/province in which your internet provider resides, internet user behavioral analysis are just some types of data that gets stored in cookies. You may choose to decline to accept cookies if your browser permits but doing this may affect your experience when browsing web sites and may limit your ability to access certain features of the web sites.

**Pixel tags.** A pixel tag is a transparent graphic image, sometimes called a web beacon, clear GIFs or tracking beacon, placed on a web site or in an e-mail, which indicates to us that a page or e-mail has been viewed. In addition, a pixel tag may tell your browser to get content from another server.

**Children.** Bakko Transfer does not use its web sites to knowingly solicit personal information from or to market to persons under the age of majority.

## **How Long Does Bakko Transfer Retain Your Personal information?**

Bakko Transfer retains your personal information as long as is required for the purposes identified when you provided the personal information and for any new purposes identified and consented to by you, and for an appropriate time thereafter.

## **Will Bakko Transfer Privacy Policy Change?**

Bakko Transfer reserves the right, at any time, to modify this Policy at Bakko Transfer sole discretion, and you agree to be bound by any such modifications, which shall be effective immediately upon Bakko Transfer posting the revised Policy on Bakko Transfer web sites.

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