

PRIVACY POLICY

Nor-Tech High Performance Boats (“Nor-Tech”) values your privacy and wants to make your experience with us as satisfying and safe as possible. We have established this Privacy Policy to explain how we collect, use, and share Information you provide to us. This Privacy Policy applies specifically to information disclosed to us through our website and mobile apps, information collected through sales and service representatives, information collected offline, and information obtained from third parties (collectively, the “Services”).

YOUR ACKNOWLEDGEMENT.

Accessing the Services or communicating with us online or offline constitutes your acceptance of the terms and conditions of this Privacy Policy.

TYPES OF INFORMATION WE COLLECT.

To deliver the Services, we collect both personally identifiable Information (“PII”) and non-personally identifiable Information (“Non-PII”) PII and Non-PII will be collectively referred to as “Information.” Among the types of Information we collect are the following:

- **Account and Activity Information.** We may collect basic account information, including name, email address, date of birth, gender, username and password to provide you access to and protect the security of the Services. We also collect Information about the activities you engage in while using the Services in order to make those activities more robust and accessible.
- **Boat and Equipment Information.** We may collect information about your Nor-Tech boat including Delivery Date, Hull Identification Number and serial numbers of motors, engines and electronic equipment.
- **Technical Information and Log Files.** Nor-Tech also collects technical information from your device that provides technical information such as device and network information, cookies, log files and analytics information. Learn more about how we use cookies and manage your preferences by visiting our Cookie Policy. The Services use log files. The information stored in those files includes IP addresses, browser type, internet service provider (ISP), platform type, and date/time stamp. This information is used to analyze trends, administer, protect and secure the Services, track user movement within the Services in the aggregate, and gather broad demographic information (e.g., country or state of residence) for aggregate use. IP addresses may be linked to session IDs and device identifiers.

HOW WE COLLECT YOUR INFORMATION. As you use the Services, Nor-Tech collects and stores Information about you and your use of the Services. This includes Information that you voluntarily provide to us and Information that we collect automatically. This may include the following:

- **Information You Provide Voluntarily.** We collect Information that you voluntarily provide to us including Information disclosed by you when purchasing Nor-Tech products; signing up to receive news, publications and marketing communications from us; and Information disclosed in response to our communications to you and requests for information from you. The Information you voluntarily disclose to us can include, but is not limited to, such things as your name, contact information, Nor-Tech products purchase history, Nor-Tech boat data including hull identification number, and information relating to power and electronics equipment. We only collect and process the Information we need to allow us provide the Services to you and/or respond to any questions or requests from you.
- **Information We Collect Automatically.** *We automatically collect Information about you when you use the Services such as information about the devices you use to access the Services, what*

areas of the Services you use, and your Internet Protocol (“IP”) address. Our servers may automatically record information created by your use of the Services, including your IP address, browser type, operating system, command line information, diagnostic information, your mobile carrier, device and application IDs, and search terms.

- **Cookies.** We use “cookies.” A cookie is a piece of data stored on your device to help us improve your access to the Services, including improving design, functionality and security, and to gather non-personally identifiable data to track statistics. These Cookies fall into two categories, Essential Cookies and Non-Essential Cookies. Essential Cookies are cookies that allow the Services to function. By changing your browser settings, you can disable this type of cookie. However, disabling essential cookies may prevent the Services from functioning properly. Non-Essential Cookies are cookies that allow us to improve functionality and performance by tracking visitor data relating to what pages are viewed and how visitors move about. The data collected by these cookies is aggregated and anonymous. These cookies can also be disabled by changing your browser settings. Disabling Non-Essential Cookies will not impact the performance of the Services or your visitor experience.

HOW AND WHY WE USE YOUR INFORMATION.

We may use the Information you provide to us for a number of purposes, including but not limited to:

- To provide you with materials or information that you have requested;
- To send you administrative messages, content, and other information which we believe you may be interested;
- To personalize your experience while using the Services;
- To operate, provide, improve, and maintain the Services;
- To ensure security;
- To develop new products and services;
- To engage in marketing. Note that you can opt-out of receiving marketing information at any time via unsubscribe links in our emails; and
- Any other administrative and internal business purposes permitted by law.

AGGREGATE DATA

Nor-Tech may use the Information you provide, including Personal Information, to create de-personalized, anonymous, statistical aggregate data relating to use of the Service for analytical purposes (“Aggregate Data”). Subject to the terms of this Privacy Policy and all applicable laws and regulations, we use Aggregate Data to understand our customers and their use of the Service to develop, improve or market the Services. Nor-Tech may also provide Aggregate Data to third parties who may use such information to understand how people use the Services so such third parties can provide users of the Services an enhanced online experience or special offers outside the Services. While we may use such Aggregate Data and make it available to third parties, we will never disclose Aggregate Information to a third party in any manner that might implicate partner in a manner that would identify you personally as an individual.

INFORMATION SHARING AND DISCLOSURE.

Nor-Tech does not sell, license or make your Information available to third-parties for any reason, except as provided by this Privacy Policy, including:

- **Disclosure to Service Providers.** We may share your Information with third parties who assist us in operating our business, including Nor-Tech authorized dealers and service centers and third parties that assist with maintaining and hosting the Services;
- **Legal Requirements.** We may also disclose Information if doing so is required by a subpoena, judicial or administrative order, or otherwise required by law or assist government enforcement agencies;

- Violations of Terms of Use. We may disclose your Information if, in good faith, we deem it appropriate or necessary to prevent violation of our *Terms of Use*;
- Legal Rights. We may disclose your Information in order to protect our legal rights and to defend against legal claims;
- Security. We may disclose your Information if necessary to protect the security and integrity of the Services, the infrastructure of the Services, or to prevent fraudulent, abusive, or unlawful uses of the Services or the infrastructure of same.

LINKS TO THIRD-PARTY WEBSITES.

Nor-Tech may provide links to third-party websites not operated by Nor-Tech through the Services. We provide such links only as a convenience and the inclusion of a link does not imply Nor-Tech's recommendation, endorsement or approval of the linked site. Any Information you provide to any such third-party website will be collected by and controlled by the privacy policy of that third-party website and Nor-Tech is not responsible for the privacy practices or the content of such other websites. We therefore suggest you review the privacy policies of any third-party website before offering any Information.

PERMISSION TO CONTACT YOU AND YOUR RIGHT TO OPT OUT OF FURTHER CONTACT.

Provision of Information to us through Services will be considered a grant of permission for us to contact you through any means. You may opt-out of further promotional contact from us at any time by sending us a request at privacy@nor-techboats.com. It may take up to 10 days for us to process your request.

PROTECTION OF YOUR INFORMATION.

Nor-Tech uses a variety of reasonable technical, organizational and administrative security measures to protect against unauthorized access to or processing of Information and against loss, misuse, and alteration of Information under our control. While we make good faith efforts to maintain security, we cannot guarantee that your Information will remain completely free from unauthorized access, use, disclosure, or alteration. Further, we cannot guarantee that our security measures will prevent unauthorized persons from accessing or obtaining this Information. We assume no liability to you or any other party in relation to the unlawful or unauthorized access to, use, or alteration of any Information provided to us. If you believe your Information is not secure, please contact us immediately to notify us of your concerns.

If we become aware of a security breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Services, or providing Information to us, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to same. If you believe that there has been a breach of security, please contact us at privacy@nor-techboats.com.

RETENTION OF YOUR INFORMATION.

Nor-Tech retains your Information for as long as necessary for us to perform the activities described above or in situations where we have an ongoing legitimate business need to do so, such as for legal, regulatory, accounting or reporting requirements. When our legitimate interest to retain your Information terminates, we will either delete your Information or render it anonymous so that it can no longer be attributable to any specific person.

CALIFORNIA PRIVACY RIGHTS.

The California Consumer Privacy Act or “CCPA” (Cal. Civ. Code § 1798.100 et seq.) provides certain rights to California residents regarding their Information. This section of our Privacy Policy applies only to California residents that have shared Information with us through the Services.

Categories of Personal Information Collected. In the preceding 12 months, we have collected the following categories of Information:

- **Personal identifiers.** This includes, but is not limited to, names, addresses, email addresses, phone numbers, social security and similar government identification numbers, bank account and credit card numbers and other similar financial information and insurance policy information
- **Other identifiers.** This includes, but is not limited to Information such as, Internet and electronic activity data including IP addresses, browsing history and interactions with web pages, records of personal property and assets and information relating to characteristics of protected classifications under California and/or federal law, including race, national origin, gender, gender identification, sexual orientation, marital status, medical condition, disability military or veteran status, and citizenship status.
- **Uses of Information Collected.** We collect the foregoing Information for the business purposes described in above.
- **Categories of Information disclosed and categories of third-party recipients.** In the preceding 12 months, we have disclosed identifiers, commercial information, and internet and electronic network activity to our service providers and other such third-parties that assist us in operating our business, including delivery of the Services.
- **Sale of Your Information.** We do not sell your Information.

Your Consumer Rights as a California Consumer. Under the California Consumer Privacy Act, California consumers have the right to:

- Request additional information regarding the Information we collect and how that Information is used or disclosed;
- Request we delete your Information;
- Opt out of any “sales” of personal information that may be occurring; and
- Not be discriminated against for exercising these rights.

If you wish to learn more or exercise any of these rights, please contact us at privacy@nor-techboats.com.

UPDATES AND MODIFICATIONS.

Nor-Tech reserves the right to update, amend or modify the terms of this Privacy Policy at any time and without prior notice. Any and all updates, modifications or amendments to this Privacy Policy will be effective at the time such updates, modifications or amendments are posted. Your continued use of the

Services constitutes your agreement to the terms of this Privacy Policy and any updates, modifications and/or amendments to same.

CONTACTING US.

If you have questions about this Privacy Policy, you may contact us at privacy@nor-techboats.com.