



# AllTrails not having a Privacy Policy

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## Article status notice: This Article's Relevance Is Under Review

This article has been flagged for **questionable relevance**. Its connection to the systemic consumer protection issues outlined in the [Mission statement](#) and [Moderator Guidelines](#) isn't clear.

*If you believe this notice has been placed in error, or once you have made the required improvements, please visit the [Moderators' noticeboard](#) or the [#appeals](#) channel on our Discord server: [Join Here](#).*

### Notice: This Article's Relevance Is Under Review

To justify the relevance of this article:

- Provide evidence demonstrating how the issue reflects broader consumer exploitation (e.g., systemic patterns, recurring incidents, or related company policies).
- Link the problem to modern forms of consumer protection concerns, such as privacy violations, barriers to repair, or ownership rights.

If you believe this notice has been placed in error, or once you have made the required improvements, please visit either the [Moderator's noticeboard](#), or the [#appeals](#) channel on our Discord server: [Join Here](#).

The Website AllTrails has a dead link when trying to access their [Privacy Policy](#). When trying to contact customer service (which is an AI bot) it requires you to accept the same Privacy Policy that cannot be seen. Even the backup link that was provided by customer service did not work.

## Background [\[ edit | edit source \]](#)

AllTrails is a website that hosts maps and trail information for hikers. They have a [website](#) and a phone application. Using their website, or trying to make an account with them requires the user to "accept our Privacy Policy".

## Finding Lack of Privacy Policy [\[ edit | edit source \]](#)

User tried to create an account on AllTrails, but was required to check the box stating "I agree to AllTrails Privacy Policy". The hyperlink given lead to a webpage(<https://privacy.alltrails.com/policies/en-US>) stating "Oops! The page you are looking for does not exist!". The "Privacy Policy" link on the main website also lead to the same dead link. After looking around the website for a while, an AI bot chat opened up and offered assistance stating: "Hi, I'm Scout, the AllTrails support bot! By conversing with me, you agree to our privacy policy. How can I help you today?" The link provided by the bot also lead to the same dead link.

I reached out via email to AllTrails at [support@alltrails.com](mailto:support@alltrails.com) with the following transcript:

**User:**

Friday, Jul 25 at 9:15PM CSTHello,

I am trying to read your privacy policy, but the link given on your website, and the link given by your bot that says I am agreeing to when talking to it, DOES NOT WORK. It says "Oops! The page you are looking for does not exist!" when I go to <https://privacy.alltrails.com/policies/en-US> which means that there is no privacy policy to allow as I cannot access any.

I will continue to use your website as if you do NOT have a privacy policy (or more accurately I will take your privacy policy to be "Oops! The page you are looking for does not exist!" ) until further notice by you.

**AllTrails:**

Friday, Jul 25 at 9:15PM CST

Hello User,

Thank you for bringing this to our attention. We apologize for the inconvenience caused by the broken link to our privacy policy. We are working to resolve this issue as quickly as possible. In the meantime, you can access our privacy policy [here](#).

Thanks,

Scout

—

Powered by AI for quick assistance. By replying, you agree to the AllTrails Privacy Policy

The link provided by the support bot also lead to the dead link ([privacy.alltrails.com/policies/en-US](https://privacy.alltrails.com/policies/en-US)), so I responded the following:

**User:**

Friday, Jul 25 at 9:20PM CST

Hello Scout,

That link also is dead and leads to a 404.

**AllTrails:**

Friday, Jul 25 at 9:21PM CST

Hello User,

Thank you for your patience. We apologize for the continued inconvenience. We are currently working on fixing the broken link to our privacy policy. In the meantime, please rest assured that we take your privacy seriously and are committed to protecting your personal information. We will notify you as soon as the issue is resolved.

I waited for an actual response but only received the following 3 days later:

AllTrails:

Monday, July 28 at 921PM CST

Hello!

How was your support experience? Take a short survey and let us know!

As of August 15, 2025, the links given by AllTrails still lead to a [dead page](#). No other response from AllTrails has been made.

Looking at the history in Internet Archive, it appears the Privacy Policy page was removed or broken after July 16, 2025.

## Lawsuit [\[ edit | edit source \]](#)

If applicable, add any information regarding litigation around the incident here.

### Claims

Main claims of the suit.

### Rebuttal

The response of the company or counterclaims.

### Outcome

The outcome of the suit, if any.

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Add your text below this box. Once this section is complete, delete this box by clicking on it and pressing backspace.

## Consumer response [\[ edit | edit source \]](#)

Summary and key issues of prevailing sentiment from the consumers and commentators that can be documented via articles, emails to support, reviews and forum posts.

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Add your text below this box. Once this section is complete, delete this box by clicking on it and pressing backspace.

## References [\[ edit | edit source \]](#)

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This page was last edited on 27 September 2025, at 14:25.

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