

Southern Motorcycle Supply, Inc.

We know that you care how your information is used, and we appreciate your trust that we will use it carefully and sensibly. This notice describes our privacy policy. By visiting us, you are accepting the privacy policy described below.

1. What Personal Information Do We Collect?

- **Information You Provide.** We receive and store information you provide. For example, when you apply to become a customer, apply for payment terms, buy a product or service, or when you supply information such as your address, phone number or credit references. You can choose not to provide certain information, but then you might not be approved to purchase or able to take advantage of some of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our website, and communicating with you.
- **Cookies.** Like many websites, we use “cookies”. We use cookies to record session information, such as items that are added to an order. When your session is terminated, the cookie is deleted. You may visit this website anonymously through the use of utilities provided by other private companies.
- **Other Information:** Every computer has an IP (Internet Protocol) address. IP addresses of computers used to visit this site are noted. In addition, we automatically collect other information such as domain names, browser types, operating systems, and the URL addresses of sites clicked to and from this site.
- **Aggregated User Data.** We collect aggregated user data for the purposes of developing content, ensuring relevant content, network/system administration and to audit the use of our site.
- **Information from Other Sources.** We might receive information about you from other sources and add it to our account information. This may include updated delivery and address information from our shippers or other sources so that we can correct our records and deliver your next purchase or communication more easily.

2. How Do We Use Your Information?

- **Usage.** We will never sell your personal information to any third parties. We may, on occasion, use your personal information to contact you about promotional offers, advise you of matters relevant to service provision and in some cases, solicit your feedback. However, you can contact our customer services representatives to ensure that you do not receive such promotional information, at (858)560-5005.
- **Agents.** We employ other companies and individuals to perform functions on our behalf. Examples include delivering packages, sending postal mail and e-mail, and processing credit card payments. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **With respect to Ad Servers.** We do not partner with or have special relationships with any ad server companies.
- **Business Transfers.** As we continue to develop our business, we might sell or buy businesses or assets. In such transactions, customer information generally is one

of the transferred business assets. Also, in the unlikely event that we are acquired, customer information will be one of the transferred assets.

- Law Enforcement. If we receive a lawful court order to release account or other personal information, then we will comply with the law. We will also release information, when necessary, to protect the life, safety or property of others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Further, we reserve the right to share information with law enforcement to investigate or prevent illegal activities being committed over our network.
- Explicit Written Consent. We may disclose your personal information where you have given us explicit legal written consent to do so.
- Network and User Monitoring. We monitor user and network traffic for site security purposes and prevent any unauthorized attempts to tamper with our site or cause damage to our property.
- Reservation of Rights. Southern Motorcycle Supply, Inc. reserves the right to disclose information about customers, where required in good faith, to do so by law or to exercise our legal rights or defend ourselves against legal claims.

3. How Do We Protect the Security of Your Information?

- We use a firewall to protect against unlawful intrusion.
- We limit access to your information on a “need to know” basis.
- We reveal only the last five digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.
- No system can guarantee absolute security, just as the finest lock can not guarantee physical security. However, we take every reasonable precaution to assure that your data is secure.

4. Children

- We do not knowingly collect information from children, nor do we sell products or services to children.

5. Other Websites

- Various Web sites may be linked to from this site. If you link to another site, your privacy depends on the policy of that site. We strongly urge you to check their privacy policy. Not all sites guarantee that they will not share your personally identifiable information with others. You may also wish to consult privacy guidelines such as those recommended by the Privacy Rights Clearinghouse (www.privacyrights.org).

6. Contact Us

- If you would like to learn more about our privacy policy, or to access your personally identifiable information contained on our website, you may contact us at 3670 Ruffin Rd., San Diego, CA, 92123-1810. You will be required to provide identifier information to assure that this information is not released to others. This privacy policy becomes effective as of April 01, 2009. We reserve the right to modify this policy in the future. If we do so, notice will be posted on our home page.