

## PRIVACY STATEMENT

Thank you for purchasing a boat or requesting information from Princecraft! This Privacy Statement is to inform you how we collect, use, disclose, and safeguard the personal information you provide to us through your purchases, requests for brochures, product registration cards, promotions, surveys, call centers, or other customer contacts. To see our full Privacy Policy and any updates, please select the Privacy Statement link at the internet site for the brand of boat you purchased. View our internet site at [www.princecraft.com](http://www.princecraft.com).

“Personal Information” may include your name, age, mailing address, residential phone number, or e-mail address. It may also include income ranges, marital status, product or lifestyle preferences, and information concerning dealer service.

**How We Collect Personal Information:** Our authorized dealer provided Princecraft with personal information collected at the time of your boat order/purchase with other product registration data and will continue to provide warranty and servicing information on your boat. We will send you customer satisfaction surveys which you may elect to return to provide us with information on your boat purchase and your servicing needs. Your personal information may be gathered by or shared with Princecraft’s marketing providers and affiliated companies, who have comparable levels of privacy protection, for the purposes described in this statement. Princecraft, your dealer, and our marketing providers collect personal information when you request information about our companies and from surveys, promotions, contests, correspondence, your e-mails, telephone inquiries, web forms, and other communications.

**How We Use & Disclose Personal Information:** Unless you advise us otherwise, Princecraft, our authorized dealers, affiliated companies, and our marketing providers may generally collect, use, disclose, hold, and file your personal information for the following purposes: (1) Providing goods, brochures, information, incentives, and/or services to you or on your behalf; (2) Fulfilling the terms of our limited warranty or other service obligation; (3) Facilitating recalls or service campaigns if necessary; (4) Reviewing goods and/or services provided to you in product, services, and market analyses; (5) Ensuring your satisfaction through surveys or other contacts; (6) Administration, billing, accounting, and collections; and protecting against fraud and error; and (7) Investigating a breach or a contravention of a law, complying with a subpoena, warrant, court order, or as required or otherwise permitted