

## PRIVACY STATEMENT

Thank you for purchasing a boat or requesting information from Princecraft! This Privacy Statement is to inform about 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 and 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

by law. PRINCECRAFT WILL NOT SELL YOUR PERSONAL INFORMATION OR SUBJECT YOU TO TELE-MARKETING OR UNSOLICITED E-MAIL.

**Safeguards:** We use security safeguards appropriate to the sensitivity of personal information to protect it from loss or theft, as well as to prohibit unauthorized access, disclosure, copying, use or modification of your personal information. These safeguards include restricted access to offices and equipment, security clearances, the use of passwords and/or encryption, publishing our privacy policy to appropriate personnel with instructions to act in accordance with its principles, and contractual provisions with our marketing agents and authorized dealers to follow the principles of our privacy policy.

**Access and Correction to Your Personal Information:** Subject to the exceptions provided by applicable law, we will provide upon written request your specific personal information collected in a form which is generally understandable. Your Personal Information is held by us and for us by our marketing agency, AVALA, who has contractually agreed to protect your information according to our privacy policies at the following addresses: Princecraft Boats Inc., 725 St-Henri, Princeville, Quebec G6L 5C2. Please direct corrections, withdrawal of consent for specific purpose, complaints or other inquiries regarding personal information to: Brian Rappaport, AVALA Marketing Group; 1078 Headquarters Park Drive, Fenton, MO, 63026; Phone: 636-343-9988, Fax: 636-326-3282, E-mail: [brianr@avalamarketing.com](mailto:brianr@avalamarketing.com). You may withdraw consent for us to use your Personal Information at any time or provide corrections upon providing to us a 30-day notice, unless withdrawing consent would impede the performance of legal obligations. We are required by law to provide you with information for product recall and other product safety related purposes. The withdrawal of your consent may also adversely affect our ability to provide products and services to you and to maintain our relationship. Please note, notifying us will not result in withdrawing consent from your dealer, who should be contacted separately.

**Obtaining Consent:** If any supplementary disclosure is required, we will obtain your consent for disclosure to other persons or organizations and for purposes other than those stated herein, unless otherwise permitted by law.

Thank you again for your business. We hope you have many years of wonderful boating experiences!