

1. GENERAL

River Angler (“River Angler”, “we”, “us”, or “our”) makes available this website, River-Angler.com and related mobile sites, applications, products, advertising services, and technology (collectively, the “Site”), including without limitation content, materials, information, software, products and services available on the Site, regardless of the device used to access such Site. Affiliates means any entity that River Angler controls, is controlled by, is under common control with. This Privacy Policy applies to any Site that links directly to this policy. This Privacy Policy does not cover any information collected through any other site or application even if the other site or application is linked to our Site.

By visiting our Site you agree to this Privacy Policy. From time to time we may revise this Privacy Policy and your continued use of the Site after we post a revised version of this Privacy Policy, signifies your acceptance of the revised Privacy Policy. Such modified Privacy Policy will be posted on this page. It is therefore important that you review this Privacy Policy regularly to ensure you are updated as to any changes.

This Privacy Policy is set out as follows:

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SECURITY OF INFORMATION

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CONTACT INFORMATION

2. TYPES OF INFORMATION WE COLLECT FROM YOU.

We may collect information that individually identifies you (“Identifiable Information”). Identifiable Information may include but is not limited to: your name; physical address; phone number; e-mail address; and any combination of information that individually identifies you.

We may also automatically collect information that does not directly identify you but may be considered your personal data under applicable law (“Other Information”). Other Information may include but is not limited to information such as identifiers like your IP address, device ID and cookie ID as well as internet and connecting device information and other information.

Identifiable Information and Other Information shall collectively be referred to as “Personal Information” throughout this Privacy Policy.

3. COLLECTION OF INFORMATION

Information Provided Directly to Us.

Registration, Events, Activities. The Site provide certain activities in which we gather Personal Information from users of the Site, such as an activity that requires that a user complete a registration process and receive/select a “user name” and password. Registration to participate activities promoted on the Site may require the submission of your mobile number, email address, zip code, date of birth and other Personal Information. Personal Information that may be submitted include your password hints, gender, personal interests, industry you work in, occupation/role, household income, communication preferences, preferred news source, and any other information you provide to us in order to use a Site feature or service. If you choose to make a purchase or sign up for a paid subscription service, we will ask for additional information, such as your credit card number and billing address. If you attend an event hosted or sponsored by us, we may require that you register for that event and provide your name, address, email address, phone number and payment information. We may also request your feedback and other information related to the event.

Alerts and Promotional Communications. In addition, you may have the ability to opt in to additional subscription services, such as email and/or text alerts or promotional and marketing information to be received directly from Us and/or our advertisers and co-sponsors which may require you to provide certain Personal Information.

Testimonials. We may collect Personal Information from the testimonials or posts you may provide. If you submit any testimonials to be posted on our Site, we will obtain your consent prior to using your name and testimonial. Information Provided by Others. We may also collect Personal Information about you when such information is provided by another individual on your behalf (for example, if another individual submits a birthday notice with your name and email address or submits a photo or video with you in it). For certain activities you may be asked to submit a person's name, address, phone number and/or email address.

Communications. We may collect information about you when you communicate with us via email, post, our online tools, telephone, or otherwise through our Site, as well as any communications you post on our social media pages such as Facebook and others.

Photographs. You may provide us with photographs or video materials that contain Personal Information about you and others for use on our Site.

Information Collected Automatically.

In addition to the information that you may provide to us, our Site also automatically collect Other Information about you that may include information related to your computer, including your browser type, operating system and computer monitor resolution; your Internet Protocol (IP) address (the number automatically assigned to your computer whenever you access the Internet and that can sometimes be used to derive your general geographic area); sites and/or applications you visited before and after visiting our Site; web pages and advertisements you view; links you click on our Site; unique identifiers, including mobile device identification numbers, that can identify the physical location of such devices in accordance with applicable law (we will only collect precise location data with your consent on your first use of the service); information collected through cookies, web beacons, and other technologies; information about your interactions with video content, such as the content viewed; information about your interactions with email

messages, such as the links clicked on and whether the messages were opened or forwarded; and standard server log information.

Cookies and similar technologies: You should be aware that Other Information may be automatically collected on the Site through the use of cookies, web beacons and other similar technologies (collectively referred to as a “cookie”). Our web hosts use cookies for delivery and reporting of advertisements; tracking users’ responses to an ad (e.g., click rate and conversions); reviewing the frequency and time of the display of an advertisement; storage of user preferences; saving of your password; and the collection, aggregation and analysis of anonymous tracking data to help measure and track traffic and general user behavior. Cookies also identify you to our servers allowing you the opportunity to avoid reentering your email and password each time you access the Site.

Our third-party service providers, advertisers and affiliates may use cookies to manage or measure the performance of their information displayed or delivered over our Site. For more information regarding this use, please see our [Links to Third Party Sites and/or Applications](#)” section below.

We may also use technical methods in our HTML emails that we send to you to determine whether you have opened or forwarded an email and/or clicked on links in those emails, to customize the display of banner advertising and other messages to you, to determine whether you have made an inquiry or purchase in response to a particular email and other similar activities. These technical methods may enable us to collect and use your Personal Information.

Information Obtained from Other Sources.

Where permitted by applicable law, we or our web hosts may also obtain Other Information (e.g. demographic information, interests, purchases, etc.) and/or Personal Information about you from other sources, including through interactive applications (such as mobile devices, third-party services, and embedded video players), from co-branded partners, advertising related companies, from sites/applications (for example, on our pages on Facebook, and other social media), and from commercially available sources (such as data aggregators and public databases).

You can also engage with our content, such as videos, games, applications, and other offerings, on or through third-party social networking sites, such as Facebook and other third-party social media plug-ins and applications. When you engage with our content on or through third party social networking sites, plug-ins, and/or applications, you may allow us to have access to certain information from your social media profile (e.g., name, e-mail address, photo(s), gender, birthday, location, your list of friends, people you follow and/or who follow you, the posts or the “likes” you make) to deliver the content or as part of the operation of the application or plug-in. We may also obtain Other Information (e.g., content viewed, game performance, high scores, and information regarding advertisements within the content you have been shown and may have clicked on) from your interaction with our content.

When you provide Personal Information from your social media account, it can help enable us to do things like (1) give you exclusive content, (2) personalize your online experience with us within and outside our Site, and (3) contact you through the social networking sites or directly by sending you the latest news, special offerings, and rewards. By doing so, you consent to the use of this information in accordance with our Privacy Policy. When you provide Personal Information to us through an application, on our Site, or on social networking sites (e.g., in the form of a post or through profile information to be viewed by others), it may be publicly viewed by other members of these sites and/or applications and we cannot prevent further use of the information by third parties.

Through some social networking sites’ privacy settings, you can control what data you share. For more information about how social networking sites handle your Personal Information, please refer to their privacy policies and terms of use.

Combining Information.

Please note that all of the information we collect about you may be combined, to help us tailor our communications, products, services, and advertisements to you and to develop rich online content and services across the Site.

Wireless Device Information.

Unless otherwise provided in a separate registration page, we do not request for marketing purposes, contact information for a mobile phone, text messaging or any wireless device that includes a domain name address (such as “wireless.example.com”) as part of the contact information. Federal law prohibits the sending of commercial marketing email messages directly to a wireless device that uses a domain name, unless you have first given your affirmative consent. We may inadvertently collect a wireless device number that includes a domain name when you send us an inquiry or register for a contest/sweepstakes or membership club. However, we will not knowingly use that contact information for sending commercial marketing email. We reserve the right to respond to user inquiries or requests sent via a wireless device that uses a domain name, as such messages are not deemed to be commercial marketing email.

4. HOW WE USE YOUR INFORMATION

Providing and marketing the Site. In addition to any uses discussed elsewhere in this Privacy Policy, we use your Personal Information to (i) provide you with features, services or goods, or information you request; (ii) to enable you to participate in features such as promotions; (iii) to send you marketing communications; (iv) to communicate to you regarding third party products and services that you have either requested or that we think might be of interest to you; (v) to provide advertising on our Site; and (vi) for any purpose in which you provided your Personal Information to Us. In our communications and notices to you promotions may include the following: contests, coupons, deals, events, exclusive news and information, games, giveaways, interactives, livestreams, loyalty programs, offers, quizzes, product samples, surveys, polls, sweepstakes, product and service trials, webinars, research and other activities.

Business and operational purposes. We may use your Personal Information for internal business purposes such as to provide, improve, maintain, personalize, protect and develop our Site, to perform analytics, to identify and prevent fraudulent activities, to identify and repair errors, for auditing and accounting purposes, and to facilitate the sharing and other interactions with social media sites. We may also use your Personal Information to offer, market and advertise products, programs and services from us, our Affiliates, and select third parties that we believe may be of interest to you.

Customization. We may use your Personal Information provide you with advertising and content that is tailored to your interests.

Communication. We also use your Personal Information to (i) notify you about updates, new features, programming and promotions that may be of interest to you; (ii) communicate with you when you have won a contest or sweepstakes, or to contact you about your account with us; (iii) to communicate with you about our Site or your use of our Site or to respond to your communications with us. We may use the Personal Information that you provide about others to enable us to send them your gifts, cards, or emails you may wish to send from our Site or to otherwise communicate with them.

Improving our Site. We may use your Personal Information to find out how we can improve our company and Site and we may do this via surveys or online tracking mechanisms. We may use Personal Information collected directly during the registration process and/or via cookies, web beacons, and other similar technologies to help us evaluate and modify existing services and features, as well as provide certain information to third parties to provide advertising that is targeted to you. We may also use your Personal Information to develop new services and features that may be of interest to you.

Compliance. We may use the Personal Information you provide about yourself or others to enforce the legal terms of use for our Site, to detect, investigate and to prevent activities on our Site that could be unlawful, fraudulent, violate copyright or other intellectual Site rights, violate any rights of a third party, to comply with legal requirements, to protect our rights and the rights of our users, and to comply with a lawful request for information such as a court order.

5. OUR SHARING AND DISCLOSURE OF YOUR INFORMATION

Consent. We may disclose Personal Information when you provide us with your consent to do so. If you choose to submit content for publication, we may publish your name, screen name and/or other data you have provided.

Affiliates. We may share your Personal Information with our Affiliates to assist in providing, improving, and tailoring the Site to you or to contact you regarding products and services that may be of interest to you.

Law enforcement and other legal purposes. We may also disclose your Personal Information in response to a court order or subpoena, in response to a law enforcement agency request; when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or to anyone that could be harmed by such activities; in situations involving threats to the physical safety of any person; where it is necessary to investigate, prevent or take action regarding illegal activity or suspected fraud; or as otherwise required by law.

Change of control. We may transfer Personal Information about you if we are acquired by, sold to or merged with another company or as part of a business reorganization.

Service providers. Our agents and contractors and service providers who provide services for us and may have access to your Personal Information are required to protect the information in a manner consistent with our Privacy Policy and may not use the information for any other purposes other than to carry out the activity they are performing on our behalf.

Third parties. We may disclose your Personal Information to third parties who are not covered by this Privacy Policy (e.g., advertisers, marketers, retailers, non-profit organizations, participatory databases) that want to market products or services to you. Further, when you use third party apps, websites, content, and other products that are integrated with our Site, the third party may (but not always) control the collection and use of information about your activities and in such cases, the activities may be governed by the third party's own privacy policies. When this is the case, we will often state that the product or service is "powered by" such third party and provide a link to the third party's privacy policy.

Contests and other promotions. When you choose to enter a sweepstakes, contest, or other promotion, and in accordance with the terms and conditions of the promotion, your Personal Information may be disclosed to sponsors and third parties who help administer the promotion, including in connection with winner selection and prize fulfillment. Your Personal Information also may be disclosed as required by law, such as on a winners list. Also, by entering a promotion, you are agreeing to the official rules that govern that promotion, including allowing the sponsors to use your name, voice, and likeness in

advertising and marketing associated with the promotion in accordance with applicable law. A sponsor will be independent of Us and will determine how it uses your Personal Information subject to its own Privacy Policy. We will identify any co-sponsor(s) in the rules of the promotion.

E-commerce. Our Site may offer e-commerce services, which may be offered by us or by a third party under agreement with us. If you request any of the e-commerce or other commercial services made available on our Site, you may be requested to provide contact information (like name or email address), financial information (like account or credit card numbers), and demographic information (like zip code or age). We will use the financial information that you provide to bill you for products and services you requested. By giving us your credit card and related Personal Information, you are authorizing the e-commerce or other service to give that information to the merchant and the credit card company in order to confirm and fulfill your request. We will use your Personal Information to fulfill your orders and to get in touch with you when necessary. We will not otherwise use or distribute your financial information.

Marketing. We and our Site continue to expand our online presence.

This Privacy Policy addresses only our use of information we collect from you online. It does not apply to information you choose to disclose to other parties whether through interactive areas of our Site that allow you to submit or post your own content or the like. We cannot prevent such information from being used by third parties in a manner that may violate this Privacy Policy, the law, or your personal privacy and safety. Accordingly, information you disclose publicly can be viewed, collected and/or used by others and we are not responsible for information you disclose in this manner.

6. LINKS TO THIRD PARTY SITES AND APPLICATIONS

We may sometimes offer content that is sponsored by or co-branded with identified third parties. The Site may also contain links to the sites and/or applications of third parties not affiliated with us, such as advertisers. If you click on an advertiser's advertisement, you will link to the advertiser's site and/or application.

Once you leave our Site via such a link or by clicking on an advertisement, you should check the applicable privacy policy of the third parties, advertiser site, or application to determine how they will handle any information they collect from you. You understand, acknowledge and agree that these links are provided solely as a convenience to you and not as an endorsement by us. We are NOT responsible for the privacy practices or the content on any of these other sites or applications, including any sites or applications that may indicate a special relationship or “partnership” or “affiliate” with us. If you decide to access any of the third-party sites or applications linked to the Site, you do so entirely at your own risk.

7. THIRD PARTY ONLINE ADVERTISING

We may work with one or more advertisers, advertising agencies, advertising networks, advertising technology companies (collectively referred to as “advertising partners”), and/or audience segment providers to help deliver advertisements or other content on our Site. These third parties may utilize cookies, web beacons, or similar technologies on your computer, mobile, or other device to serve you advertisements or content tailored to your perceived or stated interests and/or preferences based on information you provided, and/or your browsing behavior, on the Site and/or other sites and applications you have visited. These third parties may also use such technologies to help determine whether you previously have seen particular advertisements or content and to avoid sending you duplicates. In doing so, these third parties collect information such as your browser type, your operating system, web pages visited, time of visits, content viewed, ads viewed, and other click stream data.

In all of the above instances, our Privacy Policy will not apply to any information collected by these third parties. This collection of information is not under our control and such third-party information practices may be different than ours.

8. YOUR CHOICES REGARDING YOUR PERSONAL INFORMATION AND RECEIPT OF COMMUNICATIONS

We respect your privacy and your ability to choose what information you share with us and what communications you receive from us.

Password-protected Account or Profile Information.

To the extent that you have created an account and/or profile on the Site, but wish to remove or modify your Identifiable Information contained in our database, you may send an e-mail to ContactUs@river-angler.com with your specific request to disable your account profile or modify/delete your Identifiable Information.

If you ask us to disable your account profile or modify/delete your Identifiable Information, we will satisfy such request within a reasonable period of time. However, we may need to retain some information about you in order to satisfy our legal and security obligations. For example, some of your Identifiable Information may remain in back-up storage even if you ask us to delete it.

Discontinuing Receipt of Our web hosts Communications.

If you receive any communication from us that you prefer not to receive (e.g., e-mails, text/voice messages, or push notifications), you may elect to discontinue receipt of such communications from us. Please email ContactUs@river-angler.com.

To discontinue receipt of future e-mail communications from us, please click the “unsubscribe” link contained in any email communication. You may also send an e-mail to PrivacyAdministrator@Our web hosts.tv requesting that e-mail communications be discontinued. However, even if you unsubscribe from receiving email communications, we still may need to send you communications relating to your use of our Site, such as service announcements.

To discontinue receipt of push notifications, please adjust the settings on your mobile device or within our application.

Do Not Track

We support the Do Not Track browser setting. When you have Do Not Track enabled in your browser, we will not collect browser-related information about you. For more information regarding Do Not Track, including how to turn on Do Not Track, visit www.donottrack.us. We encourage users who are interested in limiting the information we collect to search online for tools and services to prevent or opt-out of collection.

You can limit how the sharing of your Personal Information from mobile and connected devices by going to your device settings and opt-out, limit, and/or disable automatic content recognition, ad tracking, interest-based advertising, interactive TV or smart TV or similar options. The options will vary by device type.

9. STATE SPECIFIC PRIVACY RIGHTS

We do not sell your Identifiable Information without your consent. However, by clicking on third-party links, we do share certain Personal Information with some of our partners which may be considered a “sale” under the California Consumer Privacy Act (“CCPA”) and other similar privacy laws (collectively, “Privacy Laws”), therefore, when required by applicable Privacy Laws, we give residents the right to opt out of the sale of your Personal Information (“Opt-Out Right”). In addition to the Opt-Out Right, the Privacy Laws may also grant consumers with the right to: (i) know and access the specific Personal Information that we have collected; (ii) know and access the categories of Personal Information we collected, the categories of sources from which we collected Personal Information, the business and commercial purposes for which we collected the Personal Information and the third parties with whom we share the Personal information about you; (iii) to correct your Personal Information; and (iii) delete your Personal Information; (collectively, your “Privacy Rights”). If the Privacy Laws apply to you and you would like to exercise any of your Privacy Rights, please visit our Privacy Center to exercise your Privacy Rights. We may require verification of your identity to action your request and such verification required may vary depending on the information you are requesting. Your Privacy Rights are subject to restrictions and exceptions as set out in the Privacy Laws and if such exceptions or restrictions apply to your request, we will explain that to you. We will not discriminate against you for exercising your rights.

If you are entitled to delete your data pursuant to Privacy Laws and you exercise this right, some data will not be deleted per the exceptions under Privacy Laws. Such exceptions may include Personal Information used to: (i) complete a transaction, provide a good or service, perform a contract, or that is otherwise tied to our business relationship with you; (ii) detect and prevent security incidents, deception, and fraud and to prosecute crimes; (iii) debug to identify and repair errors that impair functionality of products or services; (iv) exercise free speech or other legal rights; (v) respond to requests for information from law enforcement under or comply with other legal obligations; (vi) engage in certain public or peer-reviewed scientific, historical, or statistical research in the public interest; (vii) enable

internal uses that are reasonably aligned with consumer expectations for the purpose for which the data was collected.

You may designate an authorized agent to submit a request on your behalf. To do so, we will require either: (i) a valid power of attorney; or (ii) a signed written permission from you. If your authorized agent is relying on a signed written permission from you, we may also need to verify your identity and/or contact directly to confirm permission to proceed with the request.

Retention. We will retain your information only for as long as is reasonably necessary for the purposes set out in this privacy policy, to provide you with the services, to comply with our legal obligations and for our own internal business purposes.

CA Eraser Law. Additionally, if you are a California resident under the age of 18, and a registered user of any Site where this Privacy Policy is posted, you may request and potentially obtain removal of content or Personal Information you have publicly posted. To make such a request, please send an e-mail to ContactUs@river-angler.com. All requests must provide: (a) a detailed description of the specific content or Personal Information you want removed; (b) information reasonably sufficient to permit us to locate the content or Personal Information, including but not limited to the name and URL (if applicable) of the Site where such information is located; and (c) your registered username and contact information reasonably sufficient to contact you if we have questions. We shall not accept requests via postal mail, telephone, or facsimile. We are not responsible for requests that are not properly sent and may not be able to respond or take appropriate action if you do not provide complete information. Please also note that requests for removal do not ensure removal of the content or Personal Information you have posted, and there may be circumstances in which the law does not require or allow for removal even if requested

10. SECURITY OF INFORMATION

We take reasonable security precautions to secure the Personal Information that you choose to provide against the loss, misuse, alteration or unauthorized access of such information. Unfortunately, no transmission of data over the Internet is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. While we strive to protect

your Personal Information, we cannot ensure or warrant the security of any Personal Information that you transmit to us. Any such transmission is done at your own risk.

We do not and will not ever request your login information, password or credit card information in an unsecured or unsolicited email or telephone communication. This practice is commonly known as “phishing.” For more information about “phishing” and protecting your Personal Information from identity theft, you may want to visit the Federal Trade Commission at www.ftc.gov.

11. OUR COMMITMENT TO CHILDREN’S PRIVACY

Our Site are intended for a general audience and we do not knowingly collect or store Personal Information about children under the age of 13. In those instances where we have actual knowledge that we are collecting Personal Information from children or the Site offer a service directed toward children, we will comply with applicable laws.

12. APPLICABLE LAW

We control and operate our Site from the United States. The Site are not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. Please note that we do not represent or warrant that the Site are appropriate for use in any particular jurisdiction. Those who choose to access the Site do so at their own initiative and are responsible for complying with all applicable laws, rules and regulations. Further by using and participating in our Site or providing us with your information, you consent to the collection, transfer, storage, access and processing of your information in and/or outside of the jurisdiction in which you reside.

13. CONTACT INFORMATION

If you have any questions or comments about our Privacy Policy, please send an e-mail to ContactUs@river-angler.com. Please be patient in receiving a response from us. We may be on the river!