

# MTJ GOLF WEBSITE PRIVACY POLICY

## 1. GENERAL STATEMENT:

We respect your privacy and are committed to protecting it. This privacy statement explains our policies and practices regarding on-line customer information. It is through this disclosure that we intend to provide you with a level of comfort and confidence in how we collect, use, and safeguard personal and other information we collect or that you provide through this website, and how you can contact us if you have any questions or concerns. It is our sincere hope that by explaining our data handling practices we will develop a trusting and long-lasting relationship with you. By using the site, you agree to the terms of this privacy statement.

## 2. INFORMATION ABOUT OUR ORGANIZATION AND WEBSITE:

This Privacy Statement applies to WWW.MTJGOLF.COM and its related mobile site, which are owned and maintained by MTJ GOLF, 10 Edgewood Drive, Kewanee, IL 61443. This site also contains certain micro-sites, which may be administered by a third-party on behalf of MTJ GOLF.

The business purpose of this website is to provide visitors: (1) with knowledge of the features and benefits of the complete line of products; (2) with purchasing-related information such as services, products and dealership contacts; (3) the ability to save and share certain content that is of interest to you such as favorite products, technologies, and photos and videos; (4) the opportunity to share your story regarding a MTJGOLF product.

On certain portions of this website, you may have the opportunity to request information or a contact from your local dealer through various tools. These shopping tools include Design Center, Search Dealers, and Request a Quote. When you provide your contact information in those instances, it is collected by MTJGOLF, an independent company that assists our dealers. If you choose to provide your contact information to MTJGOLF, please note that it will be subject to the Privacy Policy of MTJGOLF.

## 3. PERSONALLY IDENTIFIABLE INFORMATION WE COLLECT FROM YOU:

When you visit WWW.MTJGOLF.COM we will not collect any personal information about you unless you provide it to us voluntarily. Personal data includes information that is particular to you such as name, street address, telephone number, e-mail address and credit card number if you make a purchase. If you opt not to provide us with personal information you can still access our website, however you may be unable to participate in certain promotions, create login credentials in order to use certain functionalities on the site, or receive product information.

### Creating Login Credentials

Certain pages this website may allow you to create login credentials by typing in your user name/ID and password and other information, or by using Facebook credentials in order to utilize certain functionalities. If you choose to create login credentials using your Facebook account where you allow us to access your Facebook information that is publicly available or

that you have made publicly available (e.g., name, user ID, profile picture), and information you "Allow" the website to access. For more information regarding Facebook's privacy practices including connecting with an application on Facebook, see the Facebook privacy policy at [www.facebook.com](http://www.facebook.com). MTJ GOLF does not own or operate the Facebook platform. If you click "Allow," the website will have access to the aforementioned information, but will collect and store only your Facebook name, Facebook user ID, and your email address.

## **Save and Share**

The Save and Share functionality provides you the opportunity to Save certain content two ways. You can save it anonymously (in that instance, content will be associated with your computer by placing a session or persistent cookie on it), or you may use one of four social media authentication methods: Facebook, Twitter, Google and Yahoo. By authenticating through one of the social media options, you allow us to receive your personal and other information that is accessible. For the Company you chose to utilize for authentication, we encourage you to review its privacy policy and any terms and conditions.

Our primary goal in collecting personal information from you when you visit [WWW.MTJGOLF.COM](http://WWW.MTJGOLF.COM) is to provide you the functionality and services that you need to have a meaningful and customized experience while using the site features. We need to collect personal information in order to fulfill a site user request such as mailing a brochure, lead generation, sending marketing or promotional materials including e-mails or other information, and fulfill purchases.

You may be able to post things, such as reviews or stories, to this site. In doing so, your name may also be posted. Please keep in mind that if you disclose personally identifiable information or other sensitive data through a chat room, message board, or other public online forums, this information may be collected and used by others.

If you are linked to this site upon requesting information by text message and you later reply "STOP," you agree to receive a confirmation text message to your STOP.

Email addresses collected at the point of the email tools will be used solely for the purpose of forwarding to your intended recipient.

See Section 12 regarding links to third-party sites, including widgets.

This site may use session and persistent "cookies" to collect personally identifiable information. An explanation for each of these items and how they work is included in Section 7 – Methods to Collect Information.

## **4. HOW WE USE THE PERSONALLY IDENTIFIABLE INFORMATION WE COLLECT:**

Personally identifiable information collected on [WWW.MTJGOLF.COM](http://WWW.MTJGOLF.COM) may be used to:

- Fulfill a site user request (e.g., brochure fulfillment, lead generation, send marketing or promotional materials including e-mails or other information, save or share content)
- Fulfill and deliver an order for goods or services
- Respond to your comments or requests for information

- Meet a request for or to develop new products or services
- Make the user experience more customer friendly
- Contact you if necessary in the course of processing or shipping an order for products or services
- Generate site analytics that improve our site layout, content, product offerings and services
- Compile user data that is stored in our corporate database and may be used for marketing and other purposes
- Match personal data collected here with data about you that we collect through other sources
- Comply with legal requirements

## **5. OTHER (NON-PERSONALLY IDENTIFIABLE) INFORMATION WE COLLECT FROM SITE VISITORS:**

During a normal visit to our site, no personally identifiable information about you is collected. All information on our site is free to browse at your leisure without the need for you to provide us with any personally identifiable information. WWW.MTJGOLF.COM collects other information, non-personally identifiable information from site visitors. This means that we do not track these items on an individual basis that identifies the site visitor, but rather gather and collect this information on an aggregate [or anonymous] basis that includes all site visitors. Non-personal information may include information such as tracking the site pages that are visited, the amount of time spent on our site, clicks, page views, events (which shopping tools you interacted with), and zip code.

If you visit a related mobile site or are directed to this site via a QR Code that you scanned, we collect additional non-personal information, which may include the type/model of the mobile device viewing the site and the mobile device's service provider.

Our primary goal in collecting aggregate information from you is to be able to perform site metrics that allow us to improve the functionality of the website. We need to collect aggregate information in order to track page visits and peak site usage time, and to perform site click through analysis and site layout re-design.

We may use session and persistent "cookies," session logs, spot light ads/web beacons/GIF/pixel tags, banner ads or links, and third-party click tracking analytics tools (such as DART, Omniture tags, DoubleClick, Efficient Frontier, Flurry, and Google Analytics) to collect aggregate or other non-personally identifiable information about site visitors. An explanation for each of these items and how they work is included in Section 7 - Methods to Collect Information.

## **6. HOW WE USE THE AGGREGATE OR NON-PERSONALLY IDENTIFIABLE INFORMATION WE COLLECT:**

Non-Personally identifiable information collected on WWW.MTJGOLF.COM may be used to:

- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure site activity to allow us to update our site to better meet user wants and needs
- Make the user experience more customer friendly

WWW.MTJGOLF.COM utilizes non-personal data for the purpose of performing analytics on the users' experience while visiting this site. This analysis:

- Is performed on an aggregate level and does not identify you or your information personally
- May involve the use of a third-party vendor acting on behalf of flexcourt.com
- Is performed in order to improve our website and the user experience
- May include the use of session and/or persistent cookies to track user movement across this and other MTJGOLF websites or to track other events within or across this and other MTJ GOLF websites
- Any information that is provided to a third-party vendor is to be used only for the purpose of performing the analytics and compiling reports of the data. The third-party vendor is restricted from using this data in any other way other than to provide these services to MTJ GOLF and they may not share or resell this data

## **7. METHODS TO COLLECT INFORMATION AND INTEREST-BASED/ONLINE BEHAVIORAL ADVERTISING**

A "cookie" is a small text file that helps us in many ways to make your visit to our website more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our websites. They also allow us to tailor a website or advertisement to better match your interests and preferences. There are a couple different types of cookies.

A "session" cookie is stored only in your computer's working memory (RAM) and only lasts for your browsing session. When you close all your browser's windows, or when you shut down your computer, the session cookie disappears forever.

A "persistent" cookie is stored on your computer's hard drive until a specified date, which could be tomorrow, next week, or 10 years from now. Persistent cookies stay on your computer until either a) they expire, b) they are overwritten with newer cookies, or c) you manually remove them. Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some site functions or features.

This site may use a third party to deliver site functionality such as fulfilling your request to purchase items from our online store. In performing this function the third party may place a persistent cookie on your computer or have to gather personal information from you in order to facilitate the processing of your purchase.

This site may use a third-party click tracking analytics tool (such as DART, Omniture tags, DoubleClick and Google Analytics) to capture clickthrough statistics.

WWW.MTJGOLF.COM may use spotlight ads/web beacons/GIF/pixel tags which are site instrumentation tools that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. Emails or electronic newsletters we send may use tools (e.g., pixel tags or web beacons) to gather email metrics and information to improve the reader's experience such as how many of the emails are opened, if they were printed or forwarded, the type of device (e.g., mobile or PC) from which they were opened, and the city, state, and county associated with the applicable IP address. In general, any electronic image viewed as part of a webpage, including an ad banner, can act as a web beacon.

When you visit our website the server housing the pages automatically generates a "session log." We use session logs to help us determine how people travel through our site. In this way, we can structure our pages so that the information most frequently visited is easier to find. By tracking page visits, we can also determine if the information we're providing is being used. The only data gathered is the Internet Protocol (IP) address from which you came (which contains no personal information), the web site that referred you, the pages you visited and the date and time of those visits.

If you visit this site with an open ID, you may integrate with third-party social media sites, and flexcourt.com may track on an aggregate level the number of visits to this site with an open ID, the number of items "liked" on this site, or items on this site that you choose to share with a third-party social media site.

Users may be directed to WWW.MTJGOLF.COM via banner ads, site links or QR Codes. Ads, site links or QR Codes may use tools such as cookies or web beacons to deliver metrics on the effectiveness of the ads or links. They do not collect personal information from the user.

### **Interest-Based/Online Behavioral Advertising**

Interest-Based/Online Behavioral Advertising. On some pages of our site we may allow third-party advertising partners to set web tracking tools (e.g., cookies and web beacons) to collect anonymous, non-personally identifiable information regarding your activities on those pages (e.g., your IP address, page(s) visited, time of day). We may also share such information we have collected with third-party advertising partners. These advertising partners may use this information (and similar information collected from other websites) for purposes of delivering future targeted advertisements to you when you visit other (non-MTJ GOLF) sites within their networks. This practice is commonly referred to as "interest-based advertising" or "online behavioral advertising."

Pages of our website that collect information that may be used by such advertising partners for interest-based advertising purposes are identified by a link to AdChoices on the page.

Opting out (site pages). If you do not want your browsing while on such pages to be used for interest-based advertising purposes, you may click on the AdChoices link to opt-out of such uses by the listed advertising partner(s). Even if you opt-out through this service, we may still collect non-personally identifiable information regarding your site activities and use it for non-interest-based advertising purposes as described in this privacy statement.

Opting out (advertisements). Advertisements on third-party sites that contain the AdChoices link and that link to this privacy statement may have been directed to you based on anonymous, non-personally identifiable information collected by advertising partners over time and across websites. These advertisements provide a mechanism to opt-out of the advertising partners' use of this information for interest-based advertising purposes. Even if you opt-out through this service, we may still collect and use information from the advertisements for non-interest based advertising purposes, such as to determine the effectiveness of the advertisements.

Opt-out Compliance Service. This site and advertisements on third-party sites that link to this privacy statement use an assurance service to comply with the cross-industry Self-Regulatory Program for Online Behavioral Advertising managed by the Digital Advertising Alliance (DAA)

(<http://www.aboutads.info>). When you opt-out on site pages or through such advertisements, Evidon conveys your opt-out election(s) to the applicable advertising partner(s), which then know to place a cookie on your specific computer and browser (and only the specific computer and browser from which you opt out) indicating that you have opted out. If you clear your browser cookies and wish to remain opted out of interest-based advertising, you must opt-out again. The list of our advertising partners may be updated from time to time. To opt-out of internet-based advertising by all DAA-participating companies, visit <http://www.aboutads.info/choices/>.

## **8. SHARING YOUR INFORMATION**

WWW.MTJGOLF.COM does not share, sell, or rent personally identifiable information with independent companies for their own use without providing you a choice.

Personal information that you provide to us in the course of requesting a product or service through this website may be gathered and stored in one or more of our corporate databases and be used for purposes of contacting you for things like promotional offers, marketing programs, or other communications from this website or other MTJ GOLF programs and services.

We may share personal information that we collect about you with other companies within the MTJ GOLF family of companies or subsidiaries. Our "family of companies" is the group of companies related to us by common control or ownership. We share information within this "family" as a normal part of conducting business and offering products and services to our customers.

Personal information that you provide to WWW.MTJGOLF.COM may be shared with our sales affiliates. This is necessary in order to honor your request for a price quote or in order to provide a dealer with information for purposes of contacting you in their regular course of business. The dealer is not restricted by WWW.MTJGOLF.COM in their use of your data.

Vendors, contractors or partners of MTJ GOLF who have access to your personal information in connection with providing services for MTJ GOLF are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for WWW.MTJGOLF.COM.

WWW.MTJGOLF.COM may share your information with subcontractors. Subcontractors are restricted from using this data in any other way other than to provide these services to MTJ GOLF and they may not share or resell this data.

Site metrics for WWW.MTJGOLF.COM may be shared with other MTJ GOLF websites or subsidiaries or affiliates. The information shared will be aggregate data and will not include any of your personally identifiable information.

WWW.MTJGOLF.COM will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on MTJ GOLF or the site; (b) protect and defend the rights or property of MTJ GOLF and this site; or, (c) act under exigent circumstances to protect the personal safety of users of MTJ GOLF, its web sites, or the public.

## **9. ACCESS TO AND CONTROL OVER THE USE OF YOUR INFORMATION**

To correct or update your personal information you may contact us at:

### ***International Telephone***

*1- 309-854-6402 OR TOLL FREE 1-800-789-1319*

*Available 8:00 am - 5:00 pm local time (CST)*

*Monday - Friday*

### ***Mailing Address***

*MTJ GOLF*

*10 Edgewood Drive*

*Kewanee, IL 61443*

You will be asked for name and address so that we may be able to process your changes MTJ GOLF will use reasonable efforts to correct any factual inaccuracies in your information.

The scope of access available for this request is for information stored in the database that holds the data for WWW.MTJGOLF.COM. Any personal information that has been collected from you on other Company websites will not be accessible or changeable through the processing of this request.

## **10. SECURITY OF YOUR INFORMATION**

Safeguarding information of visitors to our website is important to us. We use systems, policies and procedures to maintain accuracy of information and to protect information from loss, misuse or alteration.

When you send personal information, such as name, address and telephone numbers, to WWW.MTJGOLF.COM we use "Secure Socket Layers" or SSL to protect your data. SSL is encryption technology that helps safeguard your personal information against misuse by unauthorized individuals.

Vendors, contractors or partners of WWW.MTJGOLF.COM who have access to your personal information in connection with providing services for MTJ GOLF are required to keep the information confidential.

Vendors are not permitted to use this information for any other purpose than to carry out the services they are performing for WWW.MTJGOLF.COM.

## **11. CONSENT TO PROCESSING**

By visiting this site and by providing your personally identifiable information to us, you understand and consent to the collection, use, processing, transfer, and disclosure of your personally identifiable and non-personally identifiable information globally --- including to the United States – in accordance with this Privacy Statement. Therefore, by visiting this site and by providing such information, you consent to the transfer of such information across country

borders, and to the use, processing, and disclosure of such information in global locations. Your consent shall be deemed to include your consent to transfer of the personally identifiable or non-personally identifiable information to locations that may have different levels of privacy protection than in your own country.

## **12. LINKS TO OTHER SITES**

WWW.MTJGOLF.COM provides links to other websites. We encourage you to review the privacy statements of all sites which you visit, including those whose links are provided so that you can understand how those sites collect, use and share your information.

WWW.MTJGOLF.COM is not responsible for the privacy statements, content or data handling practices on other websites.

Parts of this site may provide dealer services, which are provided by a third-party vendor. In order to provide you with the closest dealers, we may need to collect your IP address to determine your general location, or we may ask you to provide location information such as zip code or City and State. In instances where we use a third-party vendor to provide dealer locator services, we will provide them a zip code. We encourage you to review the terms of service and the privacy policies of these mapping service providers. For pages that use Bing, you agree to be bound by the Microsoft Service Agreement and Microsoft Online Privacy Statement.

If you choose to utilize the ShareThis widget to share content on this website with your friends, please note that ShareThis is an independent third party and is not a vendor, contractor or partner of WWW.MTJGOLF.COM. All information (personally identifiable or aggregate) that is collected by the ShareThis widget is collected by ShareThis and is subject to the ShareThis Privacy Policy and not the WWW.MTJGOLF.COM Privacy Statement.

## **13. CHILDREN'S PRIVACY**

WWW.MTJGOLF.COM does not knowingly intend to collect personal information from children under 13 years of age. If a child has provided us with personal information, a parent or guardian of that child may contact us at:

### ***International Telephone***

*1-309-854-6402 OR TOLL FREE 1-800-789-1319*

*Available 8:00 am - 5:00 pm local time (CST)*

*Monday - Friday*

### ***Mailing Address***

*MTJ GOLF*

*10 Edgewood Drive*

*Kewanee, IL 61443*

If they want this information deleted from our records. We will then make reasonable efforts to delete the child's information from the database that stores information for WWW.MTJGOLF.COM.



## **14. CONTACTING US**

If you have any questions, comments or concerns about this online privacy statement for WWW.MTJGOLF.COM privacy practices, or have any questions regarding the contents of this website please contact us at

### ***International Telephone***

*1-309-854-6402 or TOLL FREE 1-800-789-1319*

*Available 8:00 am - 5:00 pm local time (CST)*

*Monday – Friday*

### ***Mailing Address***

*MTJ GOLF*

*10 Edgewood Drive*

*Kewanee, IL 61443*

WWW.MTJGOLF.COM is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data.

WWW.MTJSPORTS.COM will be happy to respond to your questions and comments.

## **15. PRIVACY STATEMENT EFFECTIVE DATE AND REVISION DAYS**

Occasionally we may update the privacy statement for WWW.MTJGOLF.COM in order to reflect any changes to the website or our privacy practices. If we make any updates to this statement, including any updates reflecting material changes to our Online Behavioral/Interest-Based Advertising practices, the new statement will be posted to the website ten (10) days prior to the changes taking effect.

The effective date of this privacy statement is 01/01/2015.