

## **Summary**

All the information set out in this policy may not apply to you. Below is an overview of the possible circumstances in which we could interact together. Our interactions with you will determine which of the following applies to you and your personal information.

### **What information do we collect?**

We collect information from you (businesses, organization, and individuals) when registering or ordering on our site, as appropriate, you may be asked to enter your: e-mail address and other personal information through our registration provider.

### **What do we use your information for?**

We may use personal information to let you know about our services and products that we believe will be of interest to you. We may contact you by email, mail, mobile application, telephone, CRM, SMS text messaging, or through other communications channels that we think you may find helpful. In all cases, we will respect your preferences for how you would like us to manage marketing activities with you. Any of the information we collect from you may be used.

If you decide to opt-in to our mailing lists, you will receive emails, SMS text messaging or app push notifications that may include company news, updates, related product or service information, etc. Note: If at any time you would like to unsubscribe from receiving future emails or other communication, we include detailed unsubscribe instructions at the bottom of each email or text or by you can contact us directly via [race@bolderboulder.com](mailto:race@bolderboulder.com).

### **Do we use cookies?**

We may use cookies to customize web page content on visitors' browser type or other information that the visitor sends.

Most web browsers automatically accept cookies, but you can disable this function so that your browser will not accept cookies. Please be aware that disabling this function may impact your use and enjoyment of this website. The owner of this website allows certain third parties to monitor this and other affiliated sites for the purpose of reporting website traffic, statistics, advertisements, "click-throughs" and/or other activities, and as such may use cookies, web beacons and other monitoring technologies to compile anonymous statistics about the users of this website.

We believe in supporting a user's rights to online privacy. Users can learn more and opt-out of use of their information by visiting <http://optout.networkadvertising.org/>.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Colorado Protections for Consumer Data Privacy Act**

Because we value your privacy, we have taken the necessary precautions to be in compliance with the Colorado Protections for Consumer Data Privacy Act.

### **Our Commitment to Child Privacy**

Our sites have a general audience website. However, we recognize that children under the age of 13 may participate in events listed on our sites and protecting the privacy of the very young is important. For that reason, we do not knowingly allow anyone under the age of 18 to register for an event or create a profile on our site. Only parents or guardians may register for a race or create a profile for children under the age of 18. As part of the registration process, we ask the individual registering a participant for an event to confirm they are the parent or guardian of any registrants under the age of 18 and that they have consented to the collection of information for registrants under the age of 13.

We will not intentionally communicate directly with children under the age of 13. When there is a need to communicate with children under the age of 13 for the acceptable purposes under this policy (for instance to confirm a race registration) we will use the email address of the parent, guardian or adult who has created the profile or registered the child for a race.

### **Surveys and Contests**

From time-to-time, we may request information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be used to notify winners and award prizes, if applicable. Survey information will be used for purposes of monitoring or improving use and satisfaction.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Your Consent**

By using our site, you consent to our privacy policy.

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page.

### **How to Contact Us**

Should you have other questions or concerns about these privacy policies, please email us at [race@bolderboulder.com](mailto:race@bolderboulder.com)

Please note that BolderBOULDER/ColderBOLDER ("Race") is not responsible for the content or privacy practices of non- "Race" websites to which this site or any other website may link. Also, "Race" is not responsible for the privacy practices of its customers or users of its customer websites. You should review the additional privacy policy of the customer site before using the site.