

92 FSS DIGITAL MARKETING PRIVACY POLICY

This Privacy Policy explains the Fairchild NAFI collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at fairchildfun.com

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example [through a web form, during an online or in-person registration, while making a reservation, while setting up an account with us, when you contact us for customer support, or at checkout.] Personal information we collect directly from you may include [first and last name, address, email address, and phone number.]

Information collected from your device: Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example [your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website.] Our website may also use cookies to personalize your experience and enable certain features [such as keeping track of items you put in your shopping cart.] You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

USE OF PERSONAL INFORMATION

We use information collected directly from you to provide you with [our products and services, customer service and support, and other relevant information.] We may also use this information to market our products and services to you, including by email and text message subject to your consent.

We use information collected automatically from your device [to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.]

We may also use information collected from you and information collected from your device to send you abandoned cart reminders if you added items to your shopping cart but did not complete check out.

We use information collected from our advertising partners to [market our products and services to you.]

DISCLOSURE OF PERSONAL INFORMATION

We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

- We use Constant Contact for our email marketing and Mobiniti for text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>
- For more information about how we may use your information with Mobiniti and the information that may be collected through our text campaigns, see Mobiniti's Customer Data Notice available at <https://app.mobiniti.com/messaging-policy>
- We use Google Analytics to help us understand how visitors interact with our website. Google uses and processes your information in accordance with its privacy policy available at <https://policies.google.com/technologies/partner-sites>
- We use BigCommerce to provide our online store. BigCommerce uses and processes your information in accordance with its privacy policy available at <https://www.bigcommerce.com/privacy/>
- We use Chase Payment Tech as our payment processor. Chase Payment Tech uses and processes your payment information in accordance with its privacy policy available at <https://merchantservices.chase.com/privacy-statement>

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us.

YOUR PRIVACY RIGHTS

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at fairchildafbmarketing@gmail.com or call (509) 247-5302 M-F 7am-4pm.

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CHANGES TO THE THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at fairchildafbmarketing@gmail.com or call (509) 247-5302 M-F 7am-4pm.

SECURITY NOTICE

(Based upon DoDI 8170.01 January 2, 2019)

fairchildfun.com is provided as a public service by Fairchild NAFI.

1. Information presented on this service, not identified as protected by copyright, is considered public information and may be distributed or copied. Use of appropriate byline, photo, and image credits is requested.
2. For site management, information is collected for statistical purposes. This U.S. Government computer system uses software programs to create summary statistics, which are used for such purposes as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.
3. For site security purposes and to ensure that this service remains available to all users, software programs are employed to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.
4. Except for authorized law enforcement investigations and national security purposes, no other attempts are made to identify individual users or their usage habits beyond DoD websites. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with National Archives and Records Administration approved records schedule. All data collection activities are in strict accordance with DoD Directive 5240.01.
5. Web measurement and customization technologies (WMCT) may be used on this site to remember your online interactions, to conduct measurement and analysis of usage, or to customize your experience. The Department of Defense does not use the information associated with WMCT to track individual user activity on the Internet outside of Defense Department websites, nor does it share the data obtained through such

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technologies, without your explicit consent, with other departments or agencies, unless directed to do so in statute, regulation, or Executive order. The Department of Defense does not keep a database of information obtained from the use of WMCT. General instructions for how you may opt out of some of the most commonly used WMCT is available at <https://www.usa.gov/optout-instructions>.

6. Unauthorized attempts to upload information or change information on this site are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1987 and the National Information Infrastructure Protection Act (Section 1030 of Title 18, United States Code).

If you have any questions or comments about the information presented here, please forward them to fairchildafbmarketing@gmail.com or call (509) 247-5302 M-F 7am-4pm.