

# Privacy Policy

At Peak Performance Solutions Ltd. ("PPSLtd") we respect your privacy and are committed to protecting it through our compliance with this privacy policy ("Policy"). This Policy describes the types of information that PPSLtd may collect from you or that you may provide ("Personal Information") on the [ppsoutdoor.com](https://ppsoutdoor.com) website, training platform (LSM), other platforms ("Services") and any of its related products and services and our practices for collecting, using, maintaining, protecting, and disclosing that personal information. It also describes the choices available to you regarding our use of your Personal Information and how you can access and update it.

This Policy is a legally binding agreement between you ('user', 'you' or 'your') and Peak Performance Solutions Ltd. If you are entering into this Policy on behalf of a business or other legal entity, you represent that you have the authority to bind such entity to this Policy, in which case the terms 'user', 'you' or 'your' shall refer to such entity. If you do not have such authority, or if you do not agree with the terms of this Policy, you must not accept this Policy and may not access and use the Services provided. By accessing and using the Services, you acknowledge that you have read, understood, and agree by the terms of this Policy.

## Collection of personal information

We receive and store any information you knowingly provide to us when you create an account, make a purchase, or fill any forms on the website. When required, this information may include the following:

- Account details (such as username, unique user ID, password, etc)
- Contact information (such as email address, phone number, etc)
- Basic personal information (such as name, country of residence, etc)

You can choose not to provide us with your Personal Information, you may not be able to take advantage of some of the features on the Services. Users who are uncertain about what information is mandatory are welcome to contact us.

## Use and processing of collected information

In order to make the Services available to You, or to meet a legal obligation, we may need to collect and use certain Personal Information. If you do not provide the information that is requested, we may not be able to provide you with products or services. Any of the information we collect from you may be used for the following purposes:

- Create and manage user accounts
- Fulfil and manage orders
- Deliver products or services

- Improve products and services
- Send administrative information
- Send marketing and promotional communications
- Send product and service updates
- Respond to inquiries and offer support
- Request user feedback
- Improve user experience
- Post customer testimonials
- Deliver targeted advertising
- Administer prize draws and competitions
- Enforce terms and conditions and policies
- Protect from abuse and malicious users
- Respond to legal requests and prevent harm
- Run and operate the website and services

Processing your Personal Information depends on how you interact with the Services, where you are located in the world and if one of the following applies:

1. You have given your consent for one or more specific purposes
2. Provision of information is necessary for the performance of this Policy with you and/or for any pre-contractual obligations thereof
3. Processing is necessary for compliance with a legal obligation to which you are subject
4. Processing is related to a task that is carried out in the exercise of official authority vested in us
5. Processing is necessary for the purposes of the legitimate interests pursued by PPSLtd.

**Note:** That under some legislations we may be allowed to process information until you object to such processing by opting out, without having to rely on consent or any other of the legal bases. In any case, we will be happy to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Information is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

## Payment processing

In case of Services requiring payment, you may need to provide your credit card details or other payment account information, which will be used solely for processing payments. We use third-party payment processors to assist us in processing your payment information securely.

Payment processors adhere to the latest security standards as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. Sensitive and private data exchange happens over an SSL secured communication channel and is encrypted and protected with digital signatures, and the website and services are also in compliance with strict vulnerability standards in order to create as secure of an environment as possible for users. We will share payment data with the payment processors only to the extent necessary for the purposes of processing your payments, refunding such payments, and dealing with complaints and queries related to such payments and refunds.

**Please note** that the payment processors may collect some Personal Information from you, which allows them to process your payments (e.g., your email address, address, credit card details, and bank account number) and handle all the steps in the payment process through their systems, including data collection and data processing. The payment processors' use of your personal information is governed by their respective privacy policies. We suggest that you review their respective privacy policies.

## **Managing information**

You are able to delete certain Personal Information we have about you. The Personal Information you can delete may change as the Services change. When you delete Personal Information, however, we may maintain a copy of the unrevised Personal Information in our records for the duration necessary to comply with our obligations to our affiliates and partners, and for the purposes described below.

## **Disclosure of information**

We may also disclose any Personal Information we collect, use or receive if required or permitted by law, such as to comply with a subpoena or similar legal process, and when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

## **Retention of information**

We will retain and use your Personal Information for the period necessary to comply with our legal obligations, as long as your User account remains active, until the purchase order or services are fulfilled, until our and our affiliates and partners obligations are fulfilled, to enforce our Policy, resolve disputes, and unless a longer retention period is required or permitted by law up to a maximum of five years.

We may use any aggregated data derived from or incorporating your Personal Information after you update or delete it, but not in a manner that would identify you personally. Once the retention period expires, Personal Information shall be deleted. Therefore, the right to

access, the right to erasure, the right to rectification, and the right to data portability cannot be enforced after the expiration of the retention period.

## **Comments**

Our Services provide comment mediums, when visitors leave comments on the Services, we collect the data shown in these comment mediums and the visitor's IP address and browser user agent string to help spam detection. Comment guidelines are available on the website.

## **Cookies**

Our Services use "cookies" to help personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

We may use cookies to collect, store, and track information for security and personalisation, and for statistical purposes. Please note that you have the ability to accept or decline cookies. Most web browsers automatically accept cookies by default, but you can modify your browser settings to decline cookies if you prefer.

## **Data analytics**

Our Services may use third-party analytics tools that use cookies, web beacons, or other similar information-gathering technologies to collect standard internet activity and usage information. The information gathered is used to compile statistical reports on user activity such as how often Users visit our Services, what pages they visit and for how long, etc. We use the information obtained from these analytics tools to monitor the performance and improve our Services.

## **Email marketing**

We offer electronic newsletters to which you may voluntarily subscribe at any time. We are committed to keeping your e-mail address confidential and will not disclose your email address to any third parties except as allowed in the information use and processing section. We will maintain the information sent via e-mail in accordance with applicable laws and regulations.

In compliance with the CAN-SPAM Act, all e-mails sent from us will clearly state who the e-mail is from and provide clear information on how to contact the sender. You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe

instructions included in these emails or by contacting us. However, you will continue to receive essential transactional emails.

## **Affiliate links**

We may engage in affiliate marketing and have affiliate links present on the Services for the purpose of being able to offer you related or additional products and services. If you click on an affiliate link, a cookie will be placed on your browser to track any sales for purposes of commissions.

## **Links to other resources**

The Services contain links to other resources that are not owned or controlled by us. Please be aware that we are not responsible for the privacy practices of such other resources or third parties. We encourage you to be aware when you leave the Services and to read the privacy statements of each and every resource that may collect Personal Information.

## **Information security**

We secure information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. We maintain reasonable administrative, technical, and physical safeguards in an effort to protect against unauthorized access, use, modification, and disclosure of Personal Information in our control and custody. However, no data transmission over the Internet or wireless network can be guaranteed.

Therefore, while we strive to protect your Personal Information, you acknowledge that

1. There are security and privacy limitations of the Internet which are beyond our control.
2. The security, integrity, and privacy of any and all information and data exchanged between you and the Services cannot be guaranteed.
3. Any such information and data may be viewed or tampered with in transit by a third party, despite best efforts.

As the security of Personal Information depends in part on the security of the device you use to communicate with us and the security you use to protect your credentials, please take appropriate measures to protect this information.

## **Data breach**

In the event we become aware that the security of the Services has been compromised or Users' Personal Information has been disclosed to unrelated third parties as a result of

external activity, including, but not limited to, security attacks or fraud, we reserve the right to take reasonably appropriate measures, including, but not limited to, investigation and reporting, as well as notification to and cooperation with law enforcement authorities. In the event of a data breach, we will make reasonable efforts to notify affected individuals if we believe that there is a reasonable risk of harm to the User as a result of the breach or if notice is otherwise required by law. When we do, we will post a notice on the website, send you an email.

## **Changes and amendments**

We reserve the right to modify this Policy, or its terms related to the Services at any time at our discretion. When we do, we will revise the updated date at the bottom of this page. We may also provide notice to you in other ways at our discretion, such as through the contact information you have provided.

An updated version of this Policy will be effective immediately upon the posting of the revised Policy unless otherwise specified. Your continued use of the Services after the effective date of the revised Policy (or such other act specified at that time) will constitute your consent to those changes. However, we will not, without your consent, use your Personal Information in a manner materially different than what was stated at the time your Personal Information was collected.

## **Acceptance of this policy**

You acknowledge that You have read this Policy and agree to all its terms and conditions. By accessing and using the Services and submitting your information You agree and understand this, Policy. If you do not agree to abide by the terms of this Policy, You are not authorized to access or use the Services.

## **Contacting us**

If you have any questions regarding the information we may hold about You or if you wish to exercise your rights, you can contact us by sending an email to [info@ppsoutdoor.com](mailto:info@ppsoutdoor.com) If you have any other questions, concerns, or complaints regarding this Policy, we encourage you to contact us.

We will attempt to resolve complaints and disputes and make every reasonable effort to honour your wish to exercise your rights as quickly as possible and in any event, within the timescales provided by applicable data protection laws.

August 1, 2023