

## **GENERAL PRIVACY POLICY**

*The information sharing practices described in this privacy policy apply to our current and potential customers, users of our internet sites, recipients of surveys or marketing information, and boating enthusiasts.*

### **OUR COMMITMENT TO PRIVACY**

Thank you for purchasing a boat or requesting information from Albemarle Boats Inc. Albemarle Boats Inc. is sensitive to privacy issues concerning your personal information. This policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us during your visits to our Web site (the "Site") or through product registration cards, surveys, call centers, or other customer contacts. **ALBEMARLE BOATS INC. WILL NOT SELL YOUR PERSONAL INFORMATION OR SUBJECT YOU TO TELE-MARKETING.**

You take privacy seriously, and so does Albemarle Boats Inc. It is our way of sustaining your trust in Albemarle Boats Inc. and in our products and services.

### **YOUR CONSENT**

**Revisions.** We may revise this Privacy Policy from time to time. You are responsible for checking this policy when you visit our Site to review the current policy. By using this Site, you agree to our use of the information we collect about you as set forth in this Privacy Policy. Last update: September, 2006.

**Description of Information Practices Not Currently in Effect.** This privacy policy addresses some types of information, means of collecting information, and uses of information that may not presently apply to one or more of our sites. We tell you about these types of information, means of collecting information, and uses of information anyway because we want to maintain flexibility in offering additional features without having to revisit our terms and conditions or privacy policy every time we revise a site or offer new functions. No description of any type of information, means of collecting information, or use of information will require us to collect any particular information, make any particular use of any information, or offer any particular functionality through any site.

**Changes to This Privacy Policy.** If we decide to change this privacy policy, we will post the revised policy on this site. Except as stated below, we will use information in accordance with the privacy policy under which the information was collected. **BY USING OUR SITE, YOU AGREE TO THIS CHANGE PROCEDURE.**

### **WHAT INFORMATION WE COLLECT AND WHY**

**Types of Information.** You may visit this Site without telling us who you are or revealing any personal information about you. When you visit our Site, purchase our products, contact our Call Centers, or participate in promotions or surveys you may provide us with two types of information:

1. *Personal information which you knowingly choose to disclose that is collected on an individual basis or provided by an authorized dealer as part of your purchase.* Personal information includes email address, first and last name, home or other physical address, telephone numbers, and other demographic information. For example, when a user orders a brochure online or completes a survey, the user voluntarily provides information about his current boat ownership, purchase plans and cruising or sportfishing preference. This information is used for market analyses, targeted direct-mail campaigns, and follow-up mailings. Albemarle Boats Inc., our authorized dealers, and any marketing consultants responsible for mailings receive this user information.
2. *Aggregate Demographic Information.* We may also share aggregated customer demographic information with our users, our affiliated organizations, and other organizations with which we do, or

contemplate doing, business. Such information is aggregated and is not linked to any information that can identify individual users.

3. *Aggregate Site-Use information.* We or our hosting provider may collect traffic information from visitors for statistical analysis and site improvement. When you access a site, we or our hosting provider may collect information about your visit in a log file on a server. Log file information may include, but is not limited to, internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We or our hosting provider use this information to analyze trends, administer sites, track users' movements in the aggregate, and gather demographic information for aggregate use. IP addresses and other log file information are not linked to personal information. We do not try to track users or to identify users individually except as otherwise stated in this policy, but we or our hosting provider do review this information to understand overall trends and to determine what kinds of content are popular and useful to users.

### **USE OF YOUR PERSONAL INFORMATION**

Albemarle Boats Inc. does not sell, share, transfer or otherwise disclose personal information to third parties, except to our marketing providers, our authorized dealers, sister companies (affiliates), partners, and their marketing providers, all of which have comparable levels of privacy protection, or where disclosure is required by law. We may have agreements with marketing providers to provide specific services for you. When you request or use such services, we may share personal information with suppliers or marketing providers who have contractually agreed to protect your information according to our privacy policies. In such cases, we will use good faith efforts to restrict any personal information provided to the information necessary for the provision of such services and limit any other use of the information. Consequently, we may transfer your information to countries throughout the world wherever we or such third parties conduct business. We may additionally use, store, disclose or otherwise process the personal information you provide for any of the following purposes:

- to understand the use of our Site and make improvements;
- to respond to specific requests or inquiries from Site visitors or to our customers;
- to obtain parental consent from visitors under 18 years of age, where necessary;
- to provide any necessary notices to our visitors or their parent or guardian;
- to protect the security or integrity of our Site when necessary;
- to send you notices, promotions, and solicitations regarding the Site and products and services;
- to provide exclusive benefit packages to our customers;
- to provide product notifications from Albemarle Boats Inc. or as required by the Federal Boat Safety Act;
- to provide product and marketing surveys to determine your present and future needs;
- to aid in providing customer service or warranty assistance;
- to send magazines, newsletters, brochures, catalogs, and other marketing materials.

***Call Center Use of Personal Information*** Personal information, including names, addresses, and personal opinions, may be retained by Marketing Call Centers, or Customer Service and Warranty Call Centers for any of the following purposes:

- to assist callers with obtaining marketing information;
- to assist callers with customer or product issues;
- to evaluate callers' experiences with marketing programs, products, service, and sales;
- to comply with any requirement of law or request of a governmental authority;
- to return calls or follow-up with third parties to provide the caller with assistance;
- to keep an accurate record of calls;
- to train employees and improve service; and
- any other specific purpose explained to the caller.

The caller's personal information will only be used by the Call Center for these specified purposes and will not be sold to any third party. Depending on your request to the Call Center, Callers' personal information may be forwarded to third party suppliers with which we have contracted to provide you with certain products or services and which have comparable levels of privacy protection. The Call Center will provide a caller with a copy of any retained documented personal information upon written request within a reasonable amount of time. Personal information will be subject to the safeguards, access, retention and disposal policies as set out in the Albemarle Boats Inc.'s Privacy Policies and Practices under Call Centers and Brunswick's Document Retention policies.

***Email Information.*** If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. If you give us your e-mail address, we may send you a welcoming e-mail that may verify password and user name information. If you wish to unsubscribe from e-mail contact, follow the directions in the e-mail or use the contact information at the end of this policy to remove your name from the database.

***Marketing Surveys, Solicitations, Or Contests.*** From time to time, we may use personal information provided through product registration to request marketing information from you using surveys, solicitations, or contests. Additional information requested may include contact information (such as e-mail address) and demographic information (such as number of family members and income ranges). Participation in surveys, solicitations, or contests is completely voluntary and you therefore have a choice as to whether to disclose any information. We will use such contact information to notify winners and award prizes, to monitor or improve the use of one or more sites or advertising, and to provide aggregated information for marketing analyses. We use this information to analyze your present and future needs related to our products and to send you further notices, promotions, solicitations, or brochures and other marketing materials regarding the Site and the products and services of our businesses and those of our affiliates and business partners or authorized dealers. Solicitations may take the form of mailings via U.S. mail or other couriers, or e-mail (if provided). If you do not want to receive these solicitations from us using the personal information provided by you through product registration cards or other sources, you may specify this during registration where and if indicated, you may unsubscribe to e-mail, or you may notify the individuals who handle database information at the end of this policy.

***Owner Surveys & Exclusive Owner Benefits.*** Owner-satisfaction surveys which are forwarded to new boat owners from information provided through product registration are important to determine your requirements for any assistance with our products and to be able to determine your present and future needs. Any information provided through the survey is completely voluntary. Accordingly, if you request that your contact information provided to Albemarle Boats Inc. companies be removed from marketing solicitations, you must specify that this includes surveys and/or other exclusive owner benefit packages. Otherwise, new boat owners will continue receive any applicable exclusive owner benefit packages and product survey(s), which may provide extended warranty benefits upon completion.

***Product Registration Information Use.*** By purchasing a product, submitting a product registration card or permitting it to be submitted, you agree to the following provisions: Albemarle Boats Inc. may collect, maintain, and disclose your name, address, phone number and any other contact information about you required on the product registration card to our employees, affiliates, dealers, and marketing agencies. This information will be shared with third-party advertising agencies in order to maintain our companies' databases and business processes (provided that such third parties are similarly restricted in their use of the information). This information is collected for the following reasons:

- to provide product notifications from Albemarle Boats Inc. or as required by the Federal Boat Safety Act or other applicable laws;
- to provide exclusive owner benefits;

- to conduct product surveys to determine any current need with your purchase and future preferences;
- to offer products & services, and marketing solicitations, including contests, promotions, or discounts;
- to comply with any requirement of law or request of a governmental authority

**Site Sales, Ordering, Event Registration, and Related Processes.** This section is meant as a general description of our practices. It does not impose any duty upon us and it does not constitute a representation or warranty by us upon which you may rely.

**Branded Merchandise Sites.** In some instances, we will make available through the Site, an indivisible linked site of a third party vendor to sell certain products and services, including the branded merchandise sold by a third party vendor. Although it may appear that you are on our Site when you request such products and services, your information goes directly to the third party vendor for the purpose of fulfilling your order or request and is not received by Albemarle Boats Inc..

**Credit Card Information for Branded Merchandise.** If you send confidential personal credit card information as part of your ordering process to our vendor's site, it is encrypted and securely relayed to a third party credit card processor, who subsequently sends an authorization code back to the Site. Your confidential personal credit card information is not received, stored or otherwise retained by Albemarle Boats Inc. in any way.

**Merchandise Licensee.** The branded merchandise sold on this Site is sold by Albemarle Boats Inc.'s licensee, Deep River Traders. Please contact Kim Smith, Deep River Traders, 161 Crestwick Road, Ramseur, North Carolina 27516 (phone), 336-824-2019, or by e-mail at sales@deeprivertraders.com for information regarding products, delivery, and returns.

**Order Forms.** When and if you order brochures or services using a site or register for an event, Albemarle Boats Inc. or a third party vendor selling our branded merchandise will request information from you using an order form. When we already have information about you (such as through a previous order, survey, or registration, whether received through a site or otherwise), we may use such information to facilitate the order or registration process. When using an order form, you must provide contact information (such as name and shipping address) and financial information (such as credit card number and expiration date). This information is used for billing purposes and to fill your order. If Albemarle Boats Inc. or its third party vendor selling our branded merchandise have trouble processing an order, this contact information could be used to contact you.

**Shipping of Merchandise.** Albemarle Boats Inc., or its third party vendors selling Albemarle Boats Inc.-branded merchandise on linked sites to the Albemarle Boats Inc. site, may use outside shipping or other outsourcing providers to process and ship orders or perform other functions. We use commercially reasonable diligence to restrict the purposes for which these outsourcing providers may use your personal information. The requirements or requests that we impose on such outsourcing providers vary with the sensitivity of the information and can, but do not necessarily, include requirements that these outsourcing providers not retain, share, store, or use personal information for any secondary purposes, except for backup and recovery operations. Although we use good faith efforts to impose, and/or ensure compliance by our outsourcing providers, we cannot, and will not, be responsible to users for misuse of personal information by such outsourcing providers.

**Tell-A-Friend.** We may offer a referral service that allows you to inform your friends and other acquaintances about content on the site or to forward information to them. If you elect to use such a referral service, the following provisions will apply:

- We will collect the friend's e-mail address and use it to send a one-time e-mail inviting the friend to visit internet sites or providing the information you requested.
- We will store this contact information for the sole purpose of sending the one-time e-mail.

- When you use this service, you represent and warrant to us that you have an existing business or personal relationship with the friend or acquaintance sufficient to avoid liability under any law that applies to unsolicited e-mail.
- You will be the sender of any such e-mail and we will merely be a service provider facilitating your sending of the e-mail.

### **POLICY JURISDICTION**

This section sets forth our general privacy policy for the United States and other jurisdictions not otherwise specifically covered by the jurisdiction-specific policies for Canada and the European Union (EU). The General Privacy Policy also applies to citizens of European Union Member States and Canada, except where the provisions of the General Privacy Policy and the EU or Canadian Policy cannot be construed consistently, then the provisions of the respective EU or Canadian Policy will govern. Citizens of EU Member States and citizens of Canada should see privacy policy provisions under the separate links below which are specific to them.



### **SITE USE INFORMATION**

**Users Under Age 13.** It is our policy that visitors to our Site who are under the age of 13 should not post or provide information on our Site without the consent of their parents. The Child Online Privacy and Protection Act (COPPA) regulates online collection of information from persons under the age of 13. It is our policy to refrain from knowingly collecting or maintaining personal information relating to any person under the age of 18. If you are under the age of 18, please do not supply any personal information through the site. If you are under the age of 18 and have already provided personal information through the site, please have your parent or guardian contact us immediately, so that we can remove such information from our files.

### ***Cookies.***

**Definition of Cookies.** Similar to other commercial Web sites, a technology called “cookies” may be used to provide you with tailored information. A cookie is a small piece of data that a Web site can send to your browser, which may then be stored on your hard drive so we can recognize you when you return. A cookie can contain information about you, your computer, your browser, your session, the websites you visit, and other information about you or others who use, or have used, the computer or browser you use to access the Internet. The goal is to save you time and provide a more meaningful visit.

**Link with Personal Information.** The cookies we use, if any, are not linked to any personal information while using a site unless you have given us permission to link personal information to one or more cookies. You give us that permission any time you register on a site, place an order through a site, or identify yourself or the computer you are using through a site. When this permission is given, the cookies we use may link your personally identifiable information with the pages on our sites that you visit.

**Notification & Rejection of Cookies.** You may be able to set your browser to notify you when you receive a cookie. Most or all browsers permit you to disable or reject cookies. You can do this by setting the preferences in the browser. If you set the browser to reject cookies, you can use the sites, but you may not be able to use the full functionality of one or more of the sites or it may take additional time to utilize such functionality. Use the “help” feature of your browser to obtain more information about refusing cookies. As of the time we wrote this privacy policy, there was information about how to disable cookies at the following websites. We do not operate either of these websites and we make no representation or warranty about the information contained in the websites to which these links will take you.

<http://support.microsoft.com/default.aspx?scid=kb%3ben-us%3b283185>

[http://wp.netscape.com/legal\\_notices/cookies.html](http://wp.netscape.com/legal_notices/cookies.html)

**Third-Party Use of Cookies.** One or more of the organizations with which we do business, or to which we provide links from a site, may also use cookies. We have no control over such organizations’ uses of

cookies and users should review the privacy policies of such organizations to determine the uses such organizations make of cookies.

**Exceptions.** Notwithstanding anything else in this privacy policy to the contrary, we may collect personal information and use such information in ways other than those described above if we are required to do so by law or if we deem it advisable in the course of assisting law enforcement activities or protecting our site(s) or other property.

**Links to Other Web Sites.** When you use a link to go from our Site to another Web site, our Privacy Policy is no longer in effect. We do not operate those websites and we cannot control the information that the operators of such websites gather or what the operators of such websites do with the information. We are not responsible for the privacy practices employed by Web sites linked to or from our Site nor for the information or content contained therein.

**Security.** Where we collect nonpublic personal information from you, we or one or more of our service providers use industry-standard encryption and security standards to protect such information. You can tell whether encryption is being used by noting the “locked” or other status indicator on the browser you are using. If the browser you are using does not indicate that the session is secure (e.g. by displaying a lock, a key or another icon), you should assume that the connection is not secure and that third parties could intercept the information shared by you and us during that part of the session.

We also use commercially reasonable efforts to protect user information offline. All sensitive user information is maintained in our offices or at the facilities of our information technology provider(s). We cause access to servers and connections to be limited by key or other access. Only employees or agents who need the information to perform specific functions are granted access to personal information. We use reasonable efforts to assure that our employees and agents are informed of our security and privacy practices.

**ACCESS, CORRECT, OR REMOVE PERSONAL INFORMATION.**

Your personal information is located at our company and with our primary marketing agency, who has contractually agreed to protect your personal information according to our privacy policies. You can withdraw consent for us to send you marketing materials at any time. It may be impractical for us in some circumstances to prevent an authorized dealer or affiliate to whom we have supplied your information from continuing to use the information and opting out may not stop them from contacting you. You will need to contact them directly to opt out of any further use of your information.

We will use commercially reasonable efforts to timely make any changes you request. Such compliance may involve batch processing and other processes that take 30 days or longer. If you require an immediate change to your personal information and are unable to make such a change using the available site resources, please contact us. If you opt not to receive such communications or allow us to share your information and then give your personal information to us again using a site or under other circumstances that permit us to use your information, we will regard your opt-out as rescinded.

Please direct corrections, withdrawals of consent, complaints or other inquiries regarding personal information to:

Tracy P. Phillips-Berk  
Albemarle Boats Inc.  
140 Midway Drive  
Edenton, North Carolina 27932  
Phone: 252-482-7600,  
Fax: 252-482-8289,  
E-mail: tberk@albemarleboats.com

***For More Information on Albemarle Boats Inc.'s Privacy Policies Contact:***

Brunswick Chief Privacy Officer

Brunswick Corporation, 1 North Field Court, Lake Forest, IL 60045, USA

Telephone: (847) 735-4430; Fax: (847) 735-4330

