



CANADIAN RETAIL CUSTOMER PRIVACY STATEMENT

Thank you for purchasing one of our boats or requesting information! This Privacy Statement is to inform you how we collect, use, disclose, and safeguard the personal information you provide to us through your purchases, requests for brochures, product registration cards, promotions, surveys, call centers, or other customer contacts. To see our full Privacy Policy and any updates, please select the Privacy Policy link at the internet site for the brand of boat you purchased.

“Personal Information” may include your name, age, mailing address, residential phone number, or e-mail address. It may also include income ranges, marital status, product or lifestyle preferences, and information concerning dealer service.

The Canadian Personal Information Protection and Electronic Documents Act (“PIPEDA”) and private-sector privacy legislation in Quebec, Alberta, and British Columbia impose requirements regarding the collection, use, disclosure, and safeguarding of personal information in relation to our commercial activities.

How We Collect Personal Information: Our authorized dealer provided us with personal information collected at the time of your boat order/purchase with other product registration data and will continue to provide us with warranty and servicing information on your boat. We will send you customer satisfaction surveys which you may elect to return to provide us with information on your boat purchase and your servicing needs. Your personal information may be gathered by or shared with our marketing providers and affiliated companies, who have comparable levels of privacy protection, for the purposes described in this statement. Our employees, dealers, and marketing providers collect your personal information when you request information about our companies and from surveys, promotions, contests, correspondence, your e-mails, telephone inquiries, web forms, and other communications.

How We Use & Disclose Personal Information: Unless you advise us otherwise, our employees, authorized dealers, affiliated companies, and our marketing providers may generally collect, use, disclose, hold, and file your personal information for the following purposes: (1) Providing goods, brochures, information, incentives, and/or services to you or on your behalf; (2) Fulfilling the terms of our limited warranty or other service obligation; (3) Facilitating recalls or service campaigns if necessary; (4) Reviewing goods and/or services provided to you in product, services, and market analyses; (5) Ensuring your satisfaction through surveys or other contacts; (6) Administration, billing, accounting, and collections; and protecting against fraud and error; and (7) Investigating a breach or a contravention of a law, complying with a subpoena, warrant, court order, or as required or otherwise permitted by law. **WE WILL NOT SELL YOUR PERSONAL INFORMATION OR SUBJECT YOU TO TELE-MARKETING.**

Safeguards: We use security safeguards appropriate to the sensitivity of personal information to protect it from loss or theft, as well as prohibiting unauthorized access, disclosure, copying, use or modification of your personal information. These safeguards include restricted access to offices and equipment, security clearances, the use of passwords and/or encryption, publishing our privacy policy to appropriate personnel with instructions to act in accordance with its principles, and contractual provisions with our marketing agents and authorized dealers to follow the principles of our privacy policy.

Access and Correction to Your Personal Information: Subject to the exceptions provided by applicable law, we will provide upon written request your specific personal information collected in a form which is generally understandable. Your Personal Information is held for us by our marketing agency, AVALA, who has contractually agreed to protect your information according to our privacy policies, and is located at the following address: Tracy P. Phillips-Berk, Albemarle Boats Inc. 140 Midway Drive, Edenton NC 27932; Phone: 252-482-7600, Fax: 252-482-8289, E-mail: tberk@albemarleboats.com.

You can withdraw consent for us to use your Personal Information at any time or provide corrections upon providing to us a 30-day notice, unless withdrawing consent would impede the performance of legal obligations. We are required by law to provide you with information for product recall and other product safety related purposes. The withdrawal of your consent may also adversely affect our ability to provide products and services to you and to maintain our relationship. Please note, notifying us will not result in withdrawing consent from your dealer, who should be contacted separately.

Obtaining Consent: If any supplementary disclosure is required, we will obtain your consent for disclosure to other persons or organizations and for other purposes than stated herein, unless otherwise permitted by law.

Thank you again for your business. We hope you have many years of wonderful boating experiences!



Déclaration sur la protection des renseignements personnels

Nous vous remercions d'avoir acheté notre bateau ou de nous avoir adressé une demande de renseignements. La présente déclaration sur la protection des renseignements personnels vise à vous expliquer comment nous recueillons, utilisons, communiquons et protégeons les renseignements personnels que vous nous fournissez par l'intermédiaire de vos achats, de vos demandes de brochures, de vos fiches d'enregistrement de produit, de promotions, de sondages, de centres d'appels ou d'autres communications de client. Pour consulter le texte intégral de notre politique de protection de la vie privée et de toute mise à jour, veuillez sélectionner le lien Politique de protection de la vie privée dans le site Internet de la marque de votre bateau.

Le terme « renseignement personnel » peut comprendre votre nom, votre âge, votre adresse postale, votre numéro de téléphone résidentiel ou votre adresse de courriel. Il peut aussi comprendre les paliers de revenu, l'état matrimonial, les préférences en matière de produits ou de mode de vie et des renseignements sur le service du concessionnaire.

La *Loi sur la protection des renseignements personnels et les documents électroniques* du Canada (« LPRPDE ») et la législation sur la protection des renseignements personnels dans le secteur privé du Québec, de l'Alberta et de la Colombie-Britannique imposent des exigences relativement à la collecte, à l'utilisation, à la communication et à la protection de renseignements personnels dans le cadre de nos activités commerciales.

Comment nous recueillons les renseignements personnels : Notre concessionnaire agréé nous a transmis des renseignements personnels recueillis au moment de la commande ou de l'achat de votre bateau ainsi que d'autres données d'enregistrement de produit, et il continuera de nous fournir des renseignements sur la garantie et l'entretien de votre bateau. Nous vous enverrons des sondages sur la satisfaction du client que vous pourrez décider de retourner afin de nous informer de vos besoins en matière d'achat et d'entretien de bateau. Vos renseignements personnels peuvent être réunis par des fournisseurs de services de commercialisation et des sociétés affiliées, affichant des niveaux comparables de protection des renseignements personnels, ou être partagés avec eux, aux fins décrites dans la présente déclaration. Nos employés, votre concessionnaire et nos fournisseurs de services de commercialisation recueillent des renseignements personnels à partir de vos demandes de renseignements sur nos sociétés et au moyen de sondages, de promotions, de concours, de la correspondance, de vos courriels, de demandes de renseignements téléphoniques, de formulaires Web et d'autres communications.

Comment nous utilisons et communiquons les renseignements personnels : Sauf avis contraire de votre part, nos employés, nos concessionnaires agréés, les sociétés affiliées et nos fournisseurs de services de commercialisation peuvent généralement recueillir, utiliser, communiquer, détenir et déposer vos renseignements personnels aux fins suivantes : (1) offrir des biens, des brochures, des renseignements, des mesures incitatives ou des services à votre intention ou dans votre intérêt, (2) exécuter les modalités de notre garantie limitée ou une autre obligation de service, (3) faciliter les rappels ou les campagnes d'entretien, au besoin, (4) examiner les biens ou les services vous étant offerts dans le cadre d'analyses de produits, de services et de marchés, (5) s'assurer de votre satisfaction au moyen de sondages ou d'autres communications, (6) effectuer l'administration, la facturation, la comptabilité et le recouvrement, et assurer une protection contre la fraude et les erreurs, et (7) enquêter sur la violation d'une loi ou respecter une citation à comparaître, un mandat ou l'ordonnance d'un tribunal, ou tel que la loi l'exige ou le permet par ailleurs. **NOUS NE VENDRA PAS VOS RENSEIGNEMENTS PERSONNELS NI NE VOUS SOUMETTRA À DU TÉLÉMARKETING OU À DU POLLURIEL.**

Mesures de protection : Nous recourons à des mécanismes de sécurité convenant à la sensibilité des renseignements personnels afin de protéger ceux-ci contre la perte ou le vol, de même que nous en interdisons l'accès, la communication, la reproduction, l'utilisation ou la modification sans autorisation.

Ces mesures de protection comprennent l'accès restreint aux bureaux et au matériel, des autorisations de sécurité, l'emploi de mots de passe ou du cryptage, la transmission de notre politique de protection de la vie privée au personnel approprié, assortie d'instructions d'agir conformément à ses principes, et des dispositions contractuelles avec nos agents de mise en marché et nos concessionnaires agréés visant le respect des principes de notre politique de protection de la vie privée.

Accès à vos renseignements personnels et corrections s'y rapportant : Sous réserve des exceptions stipulées par les lois applicables, nous fournirons sur demande écrite vos renseignements personnels particuliers recueillis sous une forme généralement intelligible. Vos renseignements personnels sont détenus pour nous par notre agence de mise en marché, qui s'est engagée par contrat à les protéger conformément à nos politiques de protection de la vie privée, à l'adresse suivante : Tracy P. Phillips-Berk, Albemarle Boats Inc. 140 Midway Drive, Edenton NC 27932; Phone: 252-482-7600, Fax: 252-482-8289, E-mail: tberk@albemarleboats.com. Vous pouvez retirer le consentement nous autorisant à utiliser vos renseignements personnels en tout temps, à moins qu'un tel retrait n'empêche l'exécution d'obligations légales, ou transmettre des corrections moyennant un préavis de 30 jours à notre intention. La loi nous oblige à vous fournir des renseignements à l'égard des rappels de produits et d'autres questions relatives à la sécurité des produits. Par ailleurs, le retrait de votre consentement peut porter atteinte à notre capacité de vous fournir des produits et des services et de maintenir notre relation. Veuillez noter que le fait de nous aviser n'entraînera pas le retrait du consentement accordé à votre concessionnaire, qu'il faudrait joindre séparément.

Obtention du consentement : Pour toute communication supplémentaire requise, nous obtiendrons votre consentement en vue de la communication à d'autres personnes ou organismes et à d'autres fins que ce qu'énoncent les présentes, à moins que la loi ne le permette par ailleurs.

Nous vous remercions de nouveau pour votre clientèle et vous souhaitons de nombreuses années d'expériences nautiques merveilleuses!



CANADIAN 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.

POLICY JURISDICTION

Both the General Privacy Policy and this Canadian Privacy Policy (the “Canadian Policy”) apply to citizens of Canada except that, for such persons (and only for such persons), where the provisions of the General Privacy Policy and the Canadian Policy cannot be construed consistently, the Canadian Policy will govern.

CANADIAN PRIVACY STANDARD

The Personal Information Protection and Electronic Documents Act (“PIPEDA”) imposes requirements regarding the collection, use, and disclosure of personal information in relation to our commercial activities, as does private-sector privacy legislation in Quebec, Alberta and British Columbia.

This Canadian Policy applies to all personal information about you that we collect, hold, use and disclose, regardless of the way in which we collect it (i.e. whether through a site or otherwise).

PERSONAL INFORMATION

Under federal Canadian privacy laws (and in this Canadian Policy), personal information is generally any information about an identifiable individual. It may include your name, age, mailing address, residential phone number, or e-mail address, and personal history, including income, financial, credit, and family information, billing history, and information concerning your purchases with our companies. The term, *personal information*, does not include your name, business title, business address, or business telephone number in your capacity as an employee of an organization or enterprise.

COLLECTION OF PERSONAL INFORMATION

We collect personal information from correspondence, product registration cards, surveys, faxes, e-mails, telephone inquiries, web forms, and other means of communication. We collect such information when you order or agree to purchase or avail yourself of goods or services, as well as in the case of registrations to track warranty rights and obligations, to provide product information (whether with regard to recalls or otherwise), and other lawful purposes. We often collect personal information from you or from third parties and as agents on behalf of third parties, where we have obtained the requisite consent to do so or as otherwise permitted by law. Third parties include, as examples, organizations for whom we provide services to you or on your behalf, organizations that perform outsourcing and other services for us. **BAYLINER WILL NOT SELL YOUR PERSONAL INFORMATION OR SUBJECT YOU TO TELE-MARKETING.**

HOW WE COLLECT PERSONAL INFORMATION Our authorized dealer provided us with personal information collected at the time of your boat order/purchase with other product registration data and will continue to provide us with warranty and servicing information on your boat. We will send you customer satisfaction surveys which you may elect to return to provide us with information on your boat purchase and your servicing needs. Your personal information may be gathered by or shared with our marketing providers and affiliated companies, who have

comparable levels of privacy protection, for the purposes described in this statement. Our employees, dealers, and marketing providers collect your personal information when you request information about our companies and from surveys, promotions, contests, correspondence, your e-mails, telephone inquiries, web forms, and other communications.

HOW WE USE & DISCLOSE PERSONAL INFORMATION: Unless you advise us otherwise, our employees, authorized dealers, affiliated companies, and our marketing providers may generally collect, use, disclose, hold, and file your personal information for the following purposes: (1) Providing goods, brochures, information, incentives, and/or services to you or on your behalf; (2) Fulfilling the terms of our limited warranty or other service obligation; (3) Facilitating recalls or service campaigns if necessary; (4) Reviewing goods and/or services provided to you in product, services, and market analyses; (5) Ensuring your satisfaction through surveys or other contacts; (6) Administration, billing, accounting, and collections; and protecting against fraud and error; and (7) Investigating a breach or a contravention of a law, complying with a subpoena, warrant, court order, or as required or otherwise permitted by law. **WE WILL NOT SELL YOUR PERSONAL INFORMATION OR SUBJECT YOU TO TELE-MARKETING.**

SHARING YOUR PERSONAL INFORMATION: We identify to whom, and for what purposes, we disclose your personal information. For example, we may disclose your personal information:

- To any of our offices, facilities or sister companies in connection with the provision of goods and/or services to or on behalf of our customers, and for administrative or management requirements, including analysis of relevant products, services, and markets;
- To third-party service providers with whom we have a contractual agreement and who have comparable levels of privacy protection, for the processing related to goods and services provided to, or on behalf of, customers, and for administrative or management requirements;
- To such persons for which you provide your consent; and
- For the specific purposes declared (or not limited by) the section below titled "Limitations";
- As otherwise permitted by law.

OBTAINING CONSENT: Except when otherwise permitted by law, we obtain the requisite consent prior to collecting and, in any case, prior to using or disclosing your personal information for any purpose. You may provide your consent to us orally, in writing, by electronic communication, or any other means reasonably capable of conveying your consent. We will obtain your express consent if we collect, use or disclose sensitive information. Your consent may also be intrinsic to the circumstances such as in the case where you have already provided personal information to us and you maintain your relationship with us or where you provide our representatives with your phone number so that we can contact you. Except when otherwise permitted by law, we will only use the information for the purpose for which it was given. From time to time, we may collect, utilize, or disclose your personal information based on your consent and as otherwise permitted by law.

In certain circumstances, as permitted or required by law, we may collect, use, or disclose personal information without your knowledge or consent. These circumstances include (where applicable) information about individuals that is publicly available, where collection or use is clearly in the interests of the individual and consent cannot be obtained in a timely way, to investigate a breach or a contravention of a law, to comply with a subpoena, warrant, court order, or as required or otherwise permitted by law.

If any supplementary disclosure is required, we will obtain your consent for disclosure to other persons or organizations and for other purposes than stated herein, unless otherwise permitted by law.

THIRD PARTIES

We ensure that third parties that are engaged to provide products or services on our behalf and are provided with personal information are required to observe the intent of this Canadian Policy by having comparable levels of security protection or, when required, by assuring us (through a confidentiality agreement) that they will not use or disclosure the personal information for any purpose other than the purpose for which the personal information was communicated.

LIMITATIONS

We only collect the personal information necessary to fulfill the purposes identified to you prior to or at the time of collection, or any other reasonable and legitimate purposes or as required by law.

We do not use or disclose your personal information, except for the purposes for which it was collected, or new purposes to which you have consented, or as required or otherwise permitted by applicable law.

We do not, as a condition of supplying goods or services to you or on your behalf, or as an administrative or management requirement, require consent to the collection, use or disclosure of personal information beyond that reasonably required for such purposes, or to comply with its obligations under applicable law.

RETENTION OF PERSONAL INFORMATION

We may keep a record of your personal information, including correspondence or comments, in the applicable file specific to you. We will utilize, disclose, or retain your personal information for as long as necessary to fulfill the purposes for which it was collected and for legal or business requirements. We will establish minimum and maximum retention periods and procedures for maintaining and destroying your personal information.

COSTS

We expect to provide access without charge as a general matter. However, we reserve the right to collect a reasonable charge when you request the transcription, reproduction, or transmission of such information. We will notify you, following your request for transcription, reproduction, or transmission, of the appropriate amount that will be charged. You will then have the opportunity to withdraw your request.

IDENTIFICATION IN CONNECTION WITH REQUESTS

We may require that you provide us with sufficient identification of your identify before we provide information about the existence, use, or disclosure of your personal information in our possession. Any such information shall be used only for this purpose.

SAFEGUARDS

We use security safeguards appropriate to the sensitivity of personal information to protect it from loss or theft, as well as unauthorized access, disclosure, copying, use or modification. These safeguards include physical measures, such as restricted access to offices and equipment, organizational measures, such as security clearances, and publishing this policy to appropriate personnel with instructions to act in accordance with its principles (for example, limiting access

on a “need to know” basis), and technological measures, such as the use of passwords and/or encryption.

ACCESS, WITHDRAWAL, AND CORRECTION TO YOUR PERSONAL INFORMATION: Subject to the exceptions provided by applicable law, we will provide upon written request your specific personal information collected in a form which is generally understandable. You can withdraw consent for us to use your personal information and/or send you marketing materials or correct your information at any time upon providing us with 30-day notice, unless withdrawing consent would impede the performance of legal obligations. 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 NC 27932; Phone: 252-482-7600, Fax: 252-482-8289, E-mail: tberk@albemarleboats.com.

We are required by law to provide you with information for product recall and other product safety related purposes. The withdrawal of your consent may also adversely affect our ability to provide products and services to you and to maintain our relationship. When applicable, we will advise you in writing if we cannot meet your requests within this time limit. When applicable, you have the right to make a complaint to the appropriate privacy commission with respect to this time limit. Please note, notifying us will not result in withdrawing consent from your dealer, who should be contacted separately.

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