



HLC WEBSITE PRIVACY POLICY

Welcome to all bicycle enthusiasts!

HLC is pleased to welcome you to our various social exchange platforms; the right place to find information and share your ideas about our industry and activities.

This statement discloses the privacy practices and policies for HLC's website. HLC respects your personal privacy. We believe ensuring the security of your personal information is an important part of our job. Your personal information is not lent or sold to anyone for any purpose.

ADDITIONAL INFORMATION

To learn more about HLC policies, please read the *Terms of use*.

INFORMATION COLLECTION, USE, AND DISCLOSURE

Information gathered on hlc.bike falls under the following categories:

- Aggregate Site Use Information
- Online Order Information and Security
- Subscriptions Information

AGGREGATE SITE USE INFORMATION

We record information about the pages viewed by all of our website visitors. This data includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, connection speed, read time, display time, and number of clicks.

We use this data, in aggregate form, to compile statistics and reports for HLC's use, and improve the online experience for all visitors.

We may, on occasion, provide portions of this aggregate information to vendors, consultants, potential advertisers, or news agencies. Typical uses of the data in this fashion would be to gauge the amount of interest in our site and/or to plan for site infrastructure improvements.

Cookie Use

A cookie is a small text file stored on a user's hard drive. Depending on how you have configured your browser, when you visit our site we use cookies. Cookies are required to shop on our site. We use cookies to assist with anonymous site traffic analysis, which includes tracking the time/date of visits, pages viewed, and referring URLs.

ONLINE ORDER INFORMATION AND SECURITY

If you place an order online, we request information needed to complete the processing of your orders and billing. We also share our users' personal information with outside shipping companies and credit card as well as ACH processing companies in order to bill and ship your order, but we do not provide any more information than necessary for these purposes. We may also use the information to contact you regarding your order.



Our Site Security

We use appropriate security safeguards to protect your personal information against loss, theft, and unauthorized access. Any personal information you provide to HLC is exchanged on a secure server. We use one of today's most advanced security systems, the Secure Sockets Layer (SSL) protocol, to encrypt, or encode, information you send to us in the order process. The encryption process protects information, such as your credit card number, and billing and shipping information by scrambling it before it is sent from your computer. Only once we receive your information is it decoded, and we make all reasonable efforts to ensure its security on our own systems.

Warning: e-mail is not a secure means to send personal information, as it is not encrypted. We strongly encourage you to use our secure ordering process when ordering online. For general correspondence we also have our Contact page.

You are responsible for safeguarding the login ID and password that you use to access our website and you are responsible for any activities or actions under your access. You agree to keep your login ID and password secure. HLC will not be liable for any loss or damage arising from your failure to comply with these requirements.

NEWSLETTERS INFORMATION

We collect aggregate information regarding open rates, page views, and generated sales from our HTML email newsletters. Aggregate information does not personally identify individuals. Subscribers concerned about collection of aggregate information may unsubscribe by changing their settings or by using the unsubscribe link share each newsletter.

FRAUD PREVENTION

HLC reserves the right to co-operate with local, national, or international law enforcement or other authorities in the investigation of improper or unlawful activities and this may require the disclosure of personal information. If such an investigation requires disclosure of personal information kept in our records, we may be required by law to cooperate. We also reserve the right to report improper or unlawful user activities on our site, which may require the disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

LINKS

This website contains links to other sites. This privacy statement only applies to information collected by our website. We are not responsible for the privacy practices and policies of these third parties.

ACCURACY OF INFORMATION

We strive to ensure that any personal information we retain and use is as accurate, complete and up-to-date as necessary for the purposes for which we will use it. We do not routinely update personal information unless necessary for these purposes. Nonetheless, if our records regarding your personal information are inaccurate or incomplete, we will amend that information at your request.

ACCESS TO INFORMATION

At your request, we will provide to you a statement explaining the extent to which we hold personal information about you, and we will explain how that information has been used or disclosed by us. This page will be updated if information about the collection and use of your personal data changes.

CHANGES TO THIS PRIVACY POLICY

HLC may update this privacy policy in the future.

Any changes in our use of personal information contrary to dealers' initial consent will be sent by email with instructions regarding consent to any changes. All changes will remain in compliance with federal and provincial privacy legislation.