

Buell Motorcycle Co Privacy Policy

www.BuellMotorcycle.com

At Buell Motorcycle Co, we are committed to protecting the privacy and security of our customers' personal information. This Privacy Policy outlines how we collect, use, disclose, and protect the information we gather from our website visitors, customers, and other individuals interacting with us.

Information Collection:

- 1. Personal Information:** We may collect personal information such as name, address, email address, phone number, and payment details when provided by individuals voluntarily, such as when making a purchase, signing up for newsletters, or contacting customer support.
- 2. Automatically Collected Information:** We may automatically collect certain information about website visitors, including IP address, browser type, device type, operating system, and browsing behavior using cookies and similar technologies. This information helps us improve our website and provide better services.

Use of Information:

- 1. Providing Services:** We may use personal information to fulfill orders, process payments, communicate with customers, and provide requested services
- 2. Marketing and Promotions:** With consent where required, we may use personal information to send promotional materials, newsletters, and offers about our products and services.
- 3. Analytics:** We may use automatically collected information for analytics purposes to understand website usage patterns, improve our products and services, and personalize user experiences.

Information Sharing:

- 1. Third-Party Service Providers:** We may share personal information with third-party service providers who assist us in operating our website, conducting business, or providing services to customers, such as payment processors, shipping companies, and marketing agencies.
- 2. Legal Compliance:** We may disclose personal information when required by law, regulation, legal process, or government request, or to protect the rights, property, or safety of Buell Motorcycle Co, our customers, or others.

Data Security:

We implement reasonable security measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

Data Retention:

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Consumer Choices:

- 1. Opt-Out:** You may opt-out of receiving promotional communications from us by following the instructions provided in the communication or by contacting us directly.
- 2. Cookies:** You can manage cookies through your browser settings and opt-out of certain types of tracking used on our website.

Children's Privacy:

Our website and services are not directed to children under the age of 13, and we do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under the age of 13, we will take steps to delete such information.

Updates to this Policy

We may update this Privacy Policy from time to time by posting the revised version on our website. The revised version will be effective at the time of posting. We encourage you to review this Privacy Policy periodically for any changes.

Contact Us:

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at info@buellmotorcycle.com

Last Updated: 01.09.2024

By using our website or providing personal information to us, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy.