

BAER SWORDS, LLC PRIVACY POLICY

Effective Date: 1 January 2019

Baer Swords, LLC respects your concerns about privacy and values its relationship with you.

This Privacy Policy applies to information collected by Baer Swords, LLC, any affiliated or subsidiary companies (“Baer Swords,” “we” or “us”), offline or online, including, but not limited to all websites or apps that post a link to this Privacy Policy (collectively, “the Sites”).

This Privacy Policy explains the types of information we collect, the purposes of processing that information, the legal basis for processing that information, how we use that information, and with whom we share it. Our Privacy Policy describes the measures we take to protect the security of the information and the rights that you have as a data subject with regard to this information. We also tell you how you can reach us to update your contact information, remove your name from our mailing lists, or get answers to questions you may have about our privacy practices. Please read this Privacy Policy carefully. By continuing to interact with our sites, you are agreeing to the practices described in this Privacy Policy.

UPDATES TO OUR PRIVACY POLICY

This Privacy Policy may be updated periodically. We may modify this Privacy Policy at any time in our sole discretion. If we make material changes to this Privacy Policy that increase our rights to use personal information, we have previously collected about you, we will obtain your consent either through an email to your registered email address or by prominent posting on our sites. If we intend to further process your personal data for a purpose other than that for which the personal data were collected, prior to that further processing, Baer Swords, LLC shall provide you with information about that other purpose and with additional information necessary to ensure fair and transparent processing.

INFORMATION WE COLLECT

We collect personal information including your name, address, telephone number, employer, email address, site password, demographic information, health information or financial information when you visit the Sites, create an account with us, or register a product or purchase with the Sites. Some of our sites also offer you the option to interact with, capture, or save information through the Sites such as photos or forum posts.

We also automatically collect information about the devices you use to interact with our Sites. The information we automatically collect includes device identifier, web browser, precise geolocation (with your knowledge and consent), browsing information collected through cookies and beacons on our Sites, and IP address. We also automatically collect information about how you use the Sites, such as what you have searched for and viewed with the Sites. The information automatically collected will be associated with any personal information you have provided.

PURPOSES AND LEGAL BASIS FOR PROCESSING INFORMATION

The information we collect is processed for the following purposes:

- To serve the functions of the Sites;
- To manage everyday business needs, such as administration and improvement of the Sites;
- To analyze the Sites' performance and functioning;
- To prevent fraud; to enforce the Sites' Terms of Use; to comply with all applicable laws and corporate reporting obligations; and to enforce Life Fitness's agreements;
- To analyze how you use the Sites and to perform other market research;
- To provide and communicate with you about our products and services;
- To provide you with advertisements based on your interests;
- To provide you with information about financial options for the purchase of our products;
- To facilitate your interaction through our Sites with other consumers, including through social networking; and
- To send you further notices, promotions, solicitations, brochures, or other marketing materials regarding our Sites, our products, and the services of our businesses, affiliates, business partners, or authorized dealers.

Baer Swords, LLC processes this information where we have a legal basis to do so. The legal basis that we will rely on will be one of the following:

- You have consented to our processing your personal information;
- The processing is necessary to perform a contract with you or to fulfil a request you have made;
- The processing is necessary to comply with a legal obligation that applies to Baer Swords, LLC under U.S. law; or
- The processing is necessary for purposes that are in Baer Swords, LLC's legitimate for example, to protect our business and better understand our customers.

We may use your personal information to develop a personal profile about you. We may use the personal information in your profile to respond to requests for financial options for purchasing products and services from us.

If you notify us that you do not wish to be contacted for marketing purposes, we will not send you marketing information.

Our Sites do not collect personal information about your online activities over time and across third party websites or online services. Therefore, "do not track" signals transmitted from web browsers do not apply to our sites, and we do not alter any of our data collection and use practices upon receipt of such a signal.

Additional ways in which personal information is collected and processed are as follows:

Information You Provide

Newsletters and Other Communications. We may offer online or offline newsletters and other communications about our products, services and promotions. When you sign up to receive these communications, we ask you for personal information, such as your name, postal address and email address. We will use the information to send you the communications you request and to communicate with you about our products and services.

Feedback, Surveys, or Contests. We may offer you the opportunity to participate in online surveys, solicitations, or contests. Information we request includes 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. Therefore, you have a choice as to whether to disclose any information. We or our business partners, will use the information provided to notify contest winners and award prizes, to monitor or improve the use of one or more websites or advertising, and to provide aggregated information for marketing analyses. Solicitations may take the form of mailings via U.S. mail; other couriers; or (if provided) email.

Online Sales.

Baer Swords, LLC Sites. Our branded merchandise is offered for sale by Baer Swords, LLC directly from the Sites. If you transact with Baer Swords, LLC via our Sites, your information will be collected to process orders. Your information will be collected either by Baer Swords, LLC or by an authorized third-party payment processor.

Rewards Programs. From time to time, some of our Sites may offer reward programs, or coupons and request contact information and information on your product purchases, so that we can enroll you in these programs and communicate with you.

Referral Service. From time to time, we may offer a referral service that allows you to inform your friends and other acquaintances about products and/or information contained on (or through) Baer Swords, LLC's websites. If you elect to use such a referral service, the following will apply: email address(es) will be collected for the purpose of sending a one-time email for which you will be noted as the sender of such email. Baer Swords, LLC will be a service provider facilitating such delivery.

Information We Automatically Collect

We collect certain information by automated means when you visit our Sites, such as how many users visited our Sites and the pages accessed. By collecting this information, we learn how to best tailor our Sites to our visitors. We collect this information through various means such as "web beacons." In addition, we may collect IP addresses, as explained below.

Web Beacons. Certain pages on our website contain “web beacons” (also known as Internet tags, pixel tags and clear GIFs). These web beacons allow third parties to obtain information such as the IP address of the computer that downloaded the page on which the beacon appears; the URL of the page on which the beacon appears; the time the page containing the beacon was viewed; and the type of browser used to view the page.

IP Addresses. An IP address is a unique identifier that certain electronic devices used to identify and communicate with each other on the Internet. When you visit our website and/or app, we view the IP address of the device you use to connect to the Internet. We then use this information to determine the general physical location of the device and understand the general locations of our website visitors. We also use this information to enhance our website and/or app.

BUSINESS STRUCTURE CHANGES

We reserve the right to disclose and transfer all information related to our Sites, including personal data:

- to a subsequent owner, co-owner or operator of one or more of the Sites; or
- in connection with a corporate merger, consolidation, or restructuring, the sale of substantially all our or assets, or other corporate change, including, without limitation, during the course of any due diligence process.

CHILDREN’S PRIVACY

Our Sites are general audience Sites not directed at children under the age of 13. If we obtain actual knowledge that any information, we collect has been provided by a child under the age of 13, we will promptly delete that information.

LINKING SOCIAL NETWORK ACCOUNTS

Some of the Sites allow you sign into and associate your social network accounts including, but not limited to, Twitter, LinkedIn, Facebook, YouTube, Instagram, and Pinterest with Baer Swords, LLC.

By using this functionality, you give Baer Swords, LLC permission to access all the elements of your social network profile information that you have made available to be

shared and to use it in accordance with the social network's terms of use and this Privacy Policy. Please refer to the privacy settings in your social network account for information about what data is shared with us and other connected applications and to manage the data that is shared through your account, including information about your activities using our sites.

If you would like to disconnect a social media account from Baer Swords, LLC, refer to the settings of that social media account and its provider.

INFORMATION WE SHARE

We share the information you provide with affiliates, business partners, or authorized dealers to communicate with you about their products and services, and to send you further notices, promotions, solicitations, or brochures, and other marketing materials regarding our website, our products, and the services they provide. We also share your information with third parties who perform services and functions on our behalf to support our interactions with you including, for example, providing our products and services, administering surveys or contests, hosting product reviews, or communicating with you. These third parties are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

In addition, we will disclose information about you:

- If we are required to do so by law or legal process;
- To law enforcement authorities or other government officials;
- When we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity;
- If this is necessary to protect the vital interests of a person;
- To protect our property, services and legal rights;
- To prevent fraud against Baer Swords, LLC, our affiliates, business partners, or authorized dealers;
- To support auditing, compliance, and corporate governance functions; or
- To comply with any and all applicable laws.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets.

LINKS TO OTHER WEBSITES

Our Sites may provide links to other websites for your convenience and information. These websites may operate independently from our Sites. Linked websites may have their own privacy notices or policies, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not part of this website, we are not responsible for their content, any use of the websites, or the privacy practices of any of those websites.

THIRD-PARTY ADVERTISEMENTS

Third parties, including advertisers, will collect information, potentially including personal information, about your activities over time and across different websites when you use the Sites. Those third parties provide Baer Swords, LLC with data collection, reporting, ad response measurement, analytical information, and assist with delivery of relevant marketing messages and advertisements.

Collection of your personal information by third parties is not governed by this Privacy Policy. Please consult the privacy policies of those third parties to determine how they collect and use your personal information.

INFORMATION WE TRANSFER

The Sites to which this Privacy Policy applies are subject to United States law, unless otherwise provided herein. By using the Sites or providing us with your personal information, you are transferring your personal information to us in the United States. In addition, we transfer the personal information we collect on the Sites to other countries where we do business, which may not have the same data protection laws as the country in which you reside. When we transfer your information to other countries, we will protect that information as described here, even though a given country may not have the same privacy and data protection laws as the country in which you reside. You agree to and acknowledge our collection, transfer, and processing of your personal information in accordance with this Privacy Policy.

HOW WE PROTECT PERSONAL INFORMATION

We maintain administrative, technical, and physical safeguards to protect against loss, misuse or unauthorized access, disclosure, alteration or destruction of the information you provide when visiting or using the Sites.

YOUR RIGHTS – ACCESS & CORRECTION

You have the right to request access to the personal information we have collected about you for the purposes of reviewing, modifying, or requesting erasure of the information. You also have the right to request a copy of the information we have collected about you. In certain situations, you may also request that we restrict or cease processing your information.

If you would like to make a request to access, review, or correct the personal information we have collected about you, please contact us at kat@baerswords.com or through one of the methods in the “How to Contact Us” section, below.

To help protect your privacy and security, we will take reasonable steps to verify your identity, such as requiring a password and user ID, before granting access to your information.

You will be notified of any actions taken on your personal information in response to a request submitted for modification, deletion, or restrictions on the processing of your personal information.

When data processing is based on your consent, you have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before such withdrawal. You also have a right to data portability when the data processing is based on a contract between you and Baer Swords, LLC and the data was processed by automated means. You may exercise these rights by submitting a written request to kat@baerswords.com. Baer Swords, LLC will respond to your request within one month.

You have the right to lodge a complaint with the appropriate privacy or data protection regulator in your jurisdiction.

RETENTION OF INFORMATION

Baer Swords, LLC retains all personal information for the duration of the relevant business relationship or, where required, in accordance with its information management policies and schedules. When deleting personal information based on a request by the data subject, Baer Swords, LLC will make reasonable attempts to ensure that all instances of the information are deleted in their entirety. For requests for access, corrections, or deletion, please refer to the “Your Rights - Access and Correction” section of this policy.

HOW TO CONTACT US

If you have any questions or comments about this Privacy Policy, please contact:

Baer Swords, LLC

1520 F NW Vivion Rd.

Kansas City, MO 64118

Phone: 816-321-2577

Email: kat@baerswords.com

If you would like to update your contact information or preferences, have your information removed from our mailing lists, or no longer receive marketing e-mails resulting from information collected you may do so by:

- Adjusting the settings in an account you created through the Sites;
- Unsubscribing via the links contained in emails from us; or
- Contacting us at kat@baerswords.com.