

Privacy Policy

Effective Date: August 27, 2021

This Privacy Policy describes how Belleville Shoe Manufacturing Company d/b/a Belleville Boot Company collects, shares, uses and discloses certain information, including personal information collected via the website located at bellevilleboot.com (the "**Website**").

➤ **Information We Collect**

We (and third parties acting on our behalf, such as those who help us operate our Website) collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household, or device ("**personal information**").

In particular, we have collected the following categories of personal information from consumers within the last twelve (12) months:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, physical characteristics or description, address, telephone number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, national origin, citizenship, sex (including gender, gender identity, gender expression), veteran or military status.	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES

network activity.		
G. Geolocation data.	Physical location or movements.	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, etc.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete or when you purchase products.
- Indirectly from you. For example, from observing your actions on our Website.
- Our Service Providers
- Third parties who provide services to us or on our behalf
- Internet cookies
- Your device

➤ **Use of Personal Information**

We may use the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a catalog or ask a question about our products, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.
- To provide, support, personalize, and develop our Website, products, and services.

- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your Website experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Website, third-party sites, and via email or text message.
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our consumers is among the assets transferred.

➤ **Sharing Personal Information**

We may share your personal information by disclosing it to a third party for a business purpose. In the preceding twelve (12) months, we have disclosed personal information for a business purpose to the categories of third parties indicated in the chart below.

Personal Information Category	Business Purpose Disclosures
A: Identifiers.	<ul style="list-style-type: none"> • Service providers
B: California Customer Records personal information categories.	<ul style="list-style-type: none"> • Service providers
C: Protected classification characteristics under California or federal law.	<ul style="list-style-type: none"> • None
D: Commercial information.	<ul style="list-style-type: none"> • Service providers
E: Biometric information.	<ul style="list-style-type: none"> • None

F: Internet or other similar network activity.	<ul style="list-style-type: none"> • Service providers • Internet service providers
G: Geolocation data.	<ul style="list-style-type: none"> • None
H: Sensory data.	<ul style="list-style-type: none"> • None
I: Professional or employment-related information.	<ul style="list-style-type: none"> • Service providers
J: Non-public education information.	<ul style="list-style-type: none"> • None
K: Inferences drawn from other personal information.	<ul style="list-style-type: none"> • None

➤ **Updating Your Information**

If you registered with our Website and would like to review and/or request changes to any of your personal information collected through the Website, you may do so through the “My Account” portion of the Website.

➤ **Security**

We have implemented certain administrative, physical and technical safeguards intended to protect your personal information from unauthorized access, alteration and disclosure, but information transmitted on the Internet and/or stored on systems attached to the Internet is not 100% secure.

You help to maintain the security of your personal information stored in our systems by keeping the username and password for your Website account confidential and protecting against unauthorized access to your password and to your computer.

➤ **Links to Other Websites**

While you are using our Website, you may be linked or directed to other third party sites (e.g., those of our partners, suppliers, advertisers, sponsors, licensors and other third parties). We do not control the content or links that appear on those sites and are not responsible for the practices employed by websites linked to or from our Website. In addition, these sites or services, including their content and links, may be constantly changing. Those sites and services may have their own privacy policies and customer service policies. Browsing on and interacting with any other website, including websites which have a link to our Website, is subject to that website's own terms and policies.

➤ **European Economic Area (EEA) & Other Countries Outside the U.S.**

Our Website is intended for use only by individuals located in the United States. Our Website is not intended for individuals located outside the United States. If you are located outside the United States, please do not use our Website.

➤ **Residents of California and Certain Other States: Your Rights and Choices**

Some US states provide additional privacy rights to individuals who are residents of the state.

Certain California residents may have additional rights under the California Consumer Privacy Act (CCPA):

- To request that we disclose what personal information relating to you that we collect, share or sell.
- To request that we delete certain personal information relating to you that we maintain.
- To opt-out from the sale by a business of your personal information.
- To make such a request relating to these California rights, please navigate to www.bellevilleboot.com or call (800) 376-6978. We may need to obtain information about you or your specific request in order to verify and respond. If you have an authorized agent, that person also may submit requests relating to your California privacy rights. We will need to obtain verification of the agent's identity, their authority to act on your behalf, and verification that you are the individual about whom we possess the personal information requested.

A business may not discriminate against a California resident that exercises their privacy rights under state law.

➤ **Changes to Our Privacy Policy**

We reserve the right to amend this privacy policy at our discretion and at any time. When we make changes to this privacy policy, we will post the updated notice on the Website and update the notice's effective date. **Your continued use of our Website following the posting of changes constitutes your acceptance of such changes.**

➤ **Contact Information**

If you have any questions or comments about this notice, the ways in which Belleville Shoe Manufacturing Company d/b/a Belleville Boot Company collects, discloses and uses your information, your choices and rights regarding such use, please do not hesitate to contact us at:

Phone: (800) 376-6978

Website: www.bellevilleboot.com

Email: boots@bellevilleboot.com

Postal Address:

Belleville Boot Company

Attn: Consumer Privacy

100 Premier Drive

Belleville, IL 62220

If you need to access this Policy in an alternative format due to having a disability, please contact boots@bellevilleboot.com or (800) 376-6978.

Notice about cookies and similar technology

This Cookie Notice is effective August 27, 2021.

When you access our Website, we and/or third parties we hire (e.g., to track how our Website is used or provide other services to us or on our behalf), may place small data files called “cookies” on your browser or other device. Cookies are pieces of data stored on your device and are assigned by a web server to the browser on your device. When you return to a site you have visited before, your browser gives this data back to the server.

A “session cookie” may be sent to your computer or other device when you access our Website. This type of cookie recognizes you if you visit multiple pages on a site during the same session, so that you do not need to be prompted for your password on each page. After this cookie expires (after a designated period of time), it no longer has any effect.

“Persistent” or longer-lasting cookies can be used for other purposes, such as to record user experience preferences when you use our Website, monitor for misuse of the Website, optimize the user experience and to inform you about products and services during and after you visit our Website. These cookies do not expire once you log out or close your browser.

We may allow third-party service providers to serve advertisements or provide analytical services.

- *Analytics*

For example, we use *Google Analytics*, which is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. **You can read more about how Google uses Your Information, and how you can control the information that is shared, here: <https://policies.google.com/technologies/partner-sites>.**

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

- *Behavioral Marketing*

Ads appearing on our Website may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.

We use remarketing services to advertise on third party websites to you after you visit our Website. For example, we use services provided by Vimeo to make videos available. For additional information about its practices, please see the [Vimeo Privacy Policy](#).

You can control the use of certain cookies and similar technologies by:

- Opting out of targeted online advertising through advertising networks (please visit <http://www.aboutads.info/choices/>, <http://optout.networkadvertising.org/?c=1#!/> or <http://www.youronlinechoices.com> for more information);
- Setting or amending your web browser controls to accept or refuse cookies (please visit your browser’s help menu for more information).

If you choose to reject certain cookies and similar technologies, you may still visit our Website, but doing so may interfere with your use of our Website.

We, and the third parties who assist in operating our Website, may respond differently or limit practices under the terms of this policy in some cases when website visitors access the Website with a browser that uses a “do not track” signal (or similar mechanism) by limiting the tracking of certain information by Google Analytics.

Updates to this Cookie Notice

We may update this Cookie Notice from time to time. Please check here for such updates. We will indicate the effective/amendment date at the beginning of this Cookie Notice.