

# **Privacy Policy**

## **Our Privacy Commitment**

Your privacy is very important to **Outdoor Traditions, LLC**, and we take your right to privacy seriously. Outdoor Traditions, LLC is a Florida limited liability company that owns and operates the website [www.StanleySportsSupply.com](http://www.StanleySportsSupply.com) (the “Website”) and does business under the Florida registered business name Stanley Sports Supply. Hereinafter, Outdoor Traditions, LLC is referred to in this Privacy Policy as **Stanley Sports Supply**. This Privacy Policy explains our privacy practices, including what type of information we collect, what we do with that information, and how we protect it. It also describes how you can access and update your information and privacy preferences. This Privacy Policy applies to information about users of the Website, and its on-line features or services, as well as to personal information obtained when you call, email, or otherwise communicate or interact with Outdoor Traditions. Our Website and other services and communications, whether on-line or otherwise, are collectively referred to as “Services”.

This Privacy Policy is part of the Terms of Use of the Website, and by accessing or using the Website, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use the Website.

This Privacy Policy may change at any time, so please check it often. Such changes are effective immediately by posting the revised Policy on the Website. Your continued use of the Website after such modifications constitutes your acknowledgment of the modified Policy and your agreement to abide and be bound by the modified Policy.

## **Children**

The Website is a business-to-business website. Neither the Website nor any Services of Stanley Sports Supply are intended to be used by individuals under 18 years of age. No one under age 18 is eligible to create an account using the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not: (1) use or provide any information about yourself on the Website, (2) on or through any of its features, register on the Website, or (3) attempt to make any purchases through the Website. If we learn we have collected

or received personal information from a person under the age of 18, we will delete that information. If you believe we might have any information from or about a child under 18, please [contact us](#). If you enter into any online shopping transactions on the Website, you are representing to us that you are of legal age and have all necessary authority to enter into and bind yourself and/or the Dealer (as defined below) under any agreements made on the Website.

## **Information We Collect about You**

**In General.** By visiting the Website or using our Services through the Website or otherwise, we may collect personal information about you including your name, your status (such as whether you are a dealer), mailing address, email address, title or occupation and telephone number. The types of personal information we collect and share depend on the service or interaction that you have with us (see “*Personal Information*” below for details).

Because the Website is a business-to-business website, generally, Personal Information that you provide and that we collect is obtained solely in the context of Services you engage as an employee, owner, officer or contractor of an independent retailer of fishing and/or marine products (“Dealer”). Except as described this policy, we do not collect Personal Information from individual consumers who visit the Website and only Dealers may establish an account on the Website.

You may also visit the Website without identifying who you are or providing any personally identifiable information about yourself – that is information that specifically identifies a particular individual, such as name, address, or phone number. Many Website visitors will choose not to provide any personally identifiable information; therefore, those individuals are anonymous to us.

When you visit the Website, whether or not you provide personally identifiable information, the Website captures certain common technical information automatically. This information may include your Internet protocol (IP) address, browser type and computer operating system, device type, application software, time and date you visit the Website, traffic patterns and usage data such as the pages you access, the address of the third-party website that directed you to our Website or the third-party website you visit when you leave our Website. Stanley Sports Supply uses this information to understand patterns of site activity,

including aggregated user demographics, and to improve the website so it is more useful to you. Although Stanley Sports Supply does not use or maintain any type of network activity or device information in a manner that identifies you, or that relates to, describes, or is reasonably capable of being associated with or linked to you or your household, some of this information may qualify as “Personal Information” or “Personal Data” under applicable law.

**Personal Information.** In addition to the contact information described above, Stanley Sports Supply may collect other personal information depending on the nature of your interaction with Stanley Sports Supply through the Website or any Services, including but not limited to:

- If you are purchasing a product or service, your credit card number, expiration date and security code.
- If are entering a sweepstake, contest, giveaway or other promotion (each a “Promotion”), your age or birth date.
- If you are applying for employment, your work authorization information, visa status, desired salary, academic level, employment history including salary, and any other information you include on the resume you upload to the Website. You may also choose to provide optional information such as race, gender, and whether you are disabled or your Veteran status.
- If you are participating in a survey, we may ask your gender and age, income, ethnicity, family size and marital status.
- If you are sharing an article or page of the Website with a third party, the third-party email address will also be collected.
- If you are using a Service, information necessary to provide the Service you have requested.

**Location Information.** We may collect information about your location when you access or use the Website. We may collect information regarding your general location using your IP address. If you access or use the Website from a mobile device, we may collect more precise geolocation information from your mobile device. This information may be used to customize certain features of the Website and to provide you with location-based services. This information may also be used to send push notifications, which appear on the display of your mobile device

in the form of a badge, alert or banner, and allow mobile applications to send information to your mobile device even when the application is not in use.

### **Use of Information Collected**

Stanley Sports Supply will not sell, trade, or otherwise share or transfer to third parties your Personal Information except as described below or unless Stanley Sports Supply provides advance notice as set out in the Terms of Use:

- **Subsidiaries and Affiliates.** Stanley Sports Supply may transfer personal information to its subsidiaries and corporate affiliates, including future subsidiaries and affiliates.
- **Fulfilling a Business Purpose.** Stanley Sports Supply may transfer personal information to third parties in order to carry out the purpose or purposes for which you provided the personal information and/or to comply with the laws and regulations governing the business practices of Stanley Sports Supply.
- **Consultants and Service Providers.** Stanley Sports Supply will disclose personal information to third party consultants and service providers (such as providers of hosting, support, maintenance and remedial, repair services, mail delivery services, evaluation data analysis, data cleansing, order fulfillment and shipping, promotion administration and fulfillment, advertising, marketing and promotional activities, fraud protection and risk reduction, and payment processing and authorization) to the extent that they require access to the databases, or the personal information contained in our databases, to provide services to you on behalf of Stanley Sports Supply or to Stanley Sports Supply.
- **Enforcement of Rights/Security.** Stanley Sports Supply reserves the right to release personal information (i) when Stanley Sports Supply is under legal compulsion to do so (e.g. we have received a subpoena) or Stanley Sports Supply otherwise believes that the law requires us to do so, (ii) when Stanley Sports Supply believes it is necessary to protect and/or enforce the rights, property interests, or safety of Stanley Sports Supply, our users or others, or (iii) as Stanley Sports Supply deems necessary to resolve disputes, troubleshoot problems, prevent fraud and otherwise enforce the Privacy Policy and Terms of Use.

- **Reorganization or Sale of the Company.** In the event that Stanley Sports Supply is merged with or becomes part of another organization, or in the event that Stanley Sports Supply is sold, or it sells all or substantially all of its assets or is otherwise reorganized, the personal information Stanley Sports Supply collects will be one of the transferred assets to the acquiring or reorganized entity.
- **Joint Promotion Partners.** Stanley Sports Supply may conduct joint promotions with third parties. If you register for one of those joint promotions your information may be collected by both Stanley Sports Supply and the third party. Or, we may give you the option to have us share your information with the promotion partner. Your information will be used by us and/or by them as described in our respective posted privacy policies.
- **As Otherwise Required or Allowed by Law.** Stanley Sports Supply may transfer personal information to third parties where we are expressly authorized or required by applicable law to do so.

### **SMS Messaging & Mobile Data Terms and Conditions**

By opting into SMS messages from Stanley Sports Supply, you consent to receive text messages related to orders, account notifications, and customer support. You may request to opt in by checking the SMS consent box on our forms or placing a request by email to [support@stanleysportssupply.com](mailto:support@stanleysportssupply.com). If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms. Mobile opt-in data, SMS consent, and phone numbers collected for SMS purposes will not be shared, sold, rented, or disclosed to third parties or affiliates for marketing or promotional purposes. Message frequency varies depending upon your account activity. Message and data rates from your wireless carrier may apply. You can reply STOP to unsubscribe or HELP for assistance. Alternatively, you can contact us at [support@stanleysportssupply.com](mailto:support@stanleysportssupply.com) to request removal from our messaging list or for assistance.

**Cookies.** Stanley Sports Supply uses cookies, which are small data files created by a website server and stored by your browser, that may be used to recognize users of the Website when they return to the Website, collect usage information and remember users' preferences. We use cookies to keep track of and enhance certain user activities on our Website such as logging into your account, making a purchase and other user-specific features. We also use cookies to evaluate our web traffic, enhance our communications, and evaluate the effectiveness of our internet-based advertising. See "*Interest-Based Behavioral Advertising*" below for

more information. In addition, your opt-out choices regarding cookies are described in “*Opt-Out Choices*” below.

**Interest-Based Behavioral Advertising.** Stanley Sports Supply advertisements are shown on third party websites, including Google. Stanley Sports Supply may use technologies such as cookies and web beacons (also known as action tags, pixels, or transparent GIF files) to help manage online advertising. These technologies are provided by one or more third party vendors and enable such vendors to recognize a unique cookie placed by us (when you accessed the Website) or by such vendors, or by another advertiser who works with such vendors. These technologies allow us to learn which advertisements bring users to the Website. They also allow us to collect information about your online activities over time and across third party websites so we can manage advertising effectiveness and provide you with online advertisements, including advertisements on the websites of third parties not affiliated with Stanley Sports Supply, more likely to be of interest to you. Third party vendors, including Google, use cookies to serve ads to you based on your past visits to the Website. With this technology, the information that we collect, process and share is aggregated information or de-identified information that does not identify you individually to other parties.

### **Opt-Out Choices**

We offer you certain choices about the information we collect, how we use and share information, and how we communicate with you. When you exercise these choices, in order to help protect your privacy, we may take certain steps to verify your identity, such as confirming your ability to verify your email address and certain account information. You also have the following specific opt-out choices:

**Emails.** You can opt out of receiving future promotional emails from Stanley Sports Supply (such as general marketing emails, rewards or promotional program emails, and customer surveys) by following the unsubscribe procedures indicated in each email. Even if you opt out of receiving promotional emails from Stanley Sports Supply, we will send you transaction emails and respond to questions from you.

**Cookies.** You may block or restrict cookies on your computer or device or purge them from your browser by adjusting your web browser preferences. You should consult the operating instructions that apply to your browser or your mobile

device's user guide for instructions on how to configure your setting to meet your preferences. Because cookies allow you to take advantage of some features or functions of the Website, if you block or otherwise reject our cookies, you may not be able to use some features of the Website. In addition, disabling cookies may invalidate opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs.

**Interest-Based Behavioral Advertising.** For information about your choice to opt-out of receiving targeted online advertisements from members of the Digital Advertising Alliance (DAA), as well as more detailed information about online behavioral advertising, please visit the DAA website at <http://www.aboutads.info/choices/>. To learn how you can opt-out of Google's use of cookies, please visit Google's Ad Settings at: <https://www.google.com/settings/u/0/ads/authenticated>. Please note that even if you reject such technology, you may continue to receive advertisements, but the advertising will not be tailored to your browsing activity.

**Tools on Mobile Devices.** You can control the tools on your mobile devices when you use the Website. For example, you can turn off the GPS locator or push notification on your phone. Please consult your mobile device's user guide for instructions on clearing cookies, disabling location services, and disabling push notifications. For more information on opting out on mobile devices, you may also visit: <http://www.networkadvertising.org/mobile-choices>.

**Do Not Track ("DNT") Signals.** Stanley Sports Supply does not currently respond to DNT signals, but may do so in the future.

## **Data Retention**

In general, we will only retain your personal data for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place. To the extent Stanley Sports Supply's business is subject to laws and regulations that include various record-keeping requirements, our data retention practices are designed to comply with such laws.

## **Accessing and Updating your Personal Information**

You may change certain of your personal information in your account online at any time. You may also request changes or corrections to your personal information and privacy preferences by writing us at:

Stanley Sports Supply  
Re: Website Privacy Policy  
2090 Palmetto Street  
Clearwater, FL 33765

Please include your name, address, and/or email address when you contact us.

You must describe the information in sufficient detail to allow us to locate that information in our records. We may not fulfill a request to change information if we believe the change would violate the law or a legal requirement or cause the information to be incorrect. Additionally, some residual information may remain in back-ups, cached, archived or other historical databases. We reserve the right to refuse to modify information if we request proof of identity or authority and the appropriate proof of identity or authority is not provided to us. We do not have the ability to modify or remove third-party records.

## **Personal Information Removal**

You may request that your personal information in your account be deleted under certain circumstances, provided Stanley Sports Supply does not have a legitimate or lawful purpose to retain it or is otherwise required by law to retain it. You may make your request by emailing our support team at: [sales@stanleysportssupply.com](mailto:sales@stanleysportssupply.com). We may ask you to provide additional information in order to verify your identity before proceeding with your request. Such additional information will be used only for identity verification and for security or fraud-prevention purposes. If such additional information is required and we are unable to contact you with the contact information you have provided, we may be unable to respond to your request. We will work to respond to your request within 45 days from the date of receipt of your request or of all information necessary to proceed with processing the request, as applicable. If you are an individual representing a Dealer doing business with Stanley Sports Supply, you may contact your account executive directly regarding any requests related to your personal information.

## **Security**

We operate secure data networks protected by industry standard firewall and password protection systems, which are periodically reviewed and enhanced. We do not, however, guarantee that unauthorized or inadvertent disclosure will never occur.

The importance of security for all personally identifiable information associated with our users is of utmost concern to us. The personally identifiable information you provide to us when you establish an on-line account is protected in several ways. Access by you to your personally identifiable information is available through a password and unique customer ID selected by you. This password is encrypted. We recommend that you do not divulge your password to anyone. In addition, your personally identifiable information, whether provided to establish your on-line account or through other Services resides on a secure server that only selected Stanley Sports Supply, personnel and contractors have access to via password. We encrypt your personally identifiable information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us.

In order to most efficiently serve you, credit card transactions and order fulfillment are handled by established third party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. You acknowledge that there are security and privacy limitations of the Internet beyond our control, that the security, integrity and privacy of any and all information and data exchanged between you and us through the Website cannot be guaranteed, and any such information and data may be viewed or tampered with in transit by a third party.

**Privacy Notice for California Residents** [[Open Here](#)]

## **Visitors outside the United States**

The Website is hosted in the United States and intended for use by residents of the United States. If you are visiting the Website from outside the United States, your information may be transferred to, stored and processed in the United States. The data protection and other applicable laws of the United States may not be as comprehensive as those laws or regulations in your country or may otherwise differ from the data protection or consumer protection laws in your country. Your information may be available to government authorities under applicable law. By using the Website and/or providing personal information to us, you consent to transfer of your information to our facilities for use as described in this Privacy Policy.

## **Changes to this Privacy Policy; Other Information**

Except to the extent limited by applicable law, we reserve the right to update this Privacy Policy to reflect changes to our information practices by prominently posting notice of the update on the Website. Updates will become effective immediately after posting the updates to the Privacy Policy and apply to all information collected about you. If we make a change to this Privacy Policy that materially impacts previously collected personal information, we will send an email notification to your email address if we have your email address in our records.

Information privacy and security is a partnership and a key aspect of our business. Please read the Terms of Use for more information about account registration and other aspects of the Website's operations.

Effective January 21, 2026