

## California Privacy Notice

In this California Privacy Notice the term “personal information” shall have the meaning set forth in California Civil Code Section 1798.140(o).

Rogan’s Shoes does not sell any personal information that it collects from users of this website.

Rogan’s Shoes collects and discloses for business purposes the following categories of personal information established by Sections 1798.110(c)(1) and 1798.115(c)(2) of the California Consumer Privacy Act:

- Identifiers such as your name, postal address, internet protocol address, email address and geolocation data.
- Your credit or debit card number, expiration date and CVV code for the limited purpose of processing credit or debit card orders.
- Commercial and internet activity information regarding your interaction with our website such as your purchase, browsing and search history.

The types of personal information that Rogan’s Shoes collects from users of this website and the purposes for which the collected personal information is used are further described in the [Privacy Policy](#) page of this website. A copy of that Privacy Policy is set forth below.

Consumers who use this website and are residents of the State of California have the following rights:

- To request that we disclose to the consumer:
  - The categories of personal information that we have collected about the consumer.
  - The categories of sources from which the personal information is collected.
  - The business or commercial purpose for collecting or selling personal information.
  - The categories of third parties with whom the business shares personal information.
  - The specific pieces of the personal information that we have collected from the consumer.
  - The categories of personal information that we disclosed about the consumer for a business purpose.

The categories and personal information enumerated above are further described in our [Privacy Policy](#).

- To request that we delete any personal information about the consumer that we collected from the consumer.

To make either request, please email the request to Rogan's Shoes at [online@rogansshoes.com](mailto:online@rogansshoes.com) or call our toll free number: 1-800-976-4267.

In regard to residents of the State of California, to the extent that the terms and provisions of our Privacy Policy set forth below conflicts with the terms and provisions of this California Privacy Notice set forth above, this California Privacy Notice shall control. For example, the Internet Protocol (IP) addresses of California residents is included within the meaning of the term "personal information" in the above California Privacy Notice.

## **PRIVACY POLICY**

The rogansshoes.com website is owned by Rogan Shoes, Incorporated, a Wisconsin corporation ("Rogan's Shoes"). Rogan's Shoes owns other websites ("other websites") including [www.cheerandpom.com](http://www.cheerandpom.com), and has 30 retail stores located in Wisconsin, Illinois and Minnesota ("retail stores"). As used herein the term "personal information" means a customer's name, address, email address, telephone number, credit card number, expiration date and security code (if a credit card is used for payment) and debit card number, expiration date and security code (if a debit card is used for payment) that are transmitted to the rogansshoes.com website. As used herein the term "payment card" means both credit cards and debit cards.

When you place an order on the rogansshoes.com website we collect personal information in order to process and ship your order and charge you for what you have purchased. Your payment card information is provided to the payment card processor of Rogan's Shoes. Your name, address and telephone number are provided to the company that delivers your order (for example - Federal Express). If the shoes or clothing that you order are to be shipped directly from a shoe or clothing manufacturer, we will provide your name, address and telephone number to that company. We may also use your personal information to confirm your order, provide you with customer service and seek input from you, such as product or service reviews regarding your order. Information from your order (other than payment information) may be collected for our internet marketing efforts and to generate data used by us for analysis of our website and internet sales.

We protect the privacy of your payment card information by using 128 bit encryption for transmitting your payment card information. When you enter the secured portion of the rogansshoes.com website, you will see a lock symbol on the webpage and the letters "http" in the URL change to "https". That lock symbol and the extra "s" in the URL indicate secured sockets layering is being used to encrypt your personal information before you send it over the internet to the server where the rogansshoes.com website is located. The host of the rogansshoes.com website is MRR Soft, Inc. d/b/a ZNODE ("MRR") of 10400 West Innovative Drive, Suite 210, Wauwatosa, Wisconsin 53226. MRR uses physical and software security measures to protect the personal information on the servers that contain the rogansshoes.com website. Our website is located on servers that are kept in a secure

physical environment, behind a locked cage and an electronic firewall. Please do not send us payment card numbers via email, as such transmissions are not encrypted.

It is the policy of Rogan's Shoes to not sell the personal information of its internet customers to any person or entity. It is also the policy of Rogan's Shoes to not disclose the personal information of internet customers to any person or entity other than: (a) a person or entity who provides support for the internal operations of the rogansshoes.com website, (b) a person or entity involved in processing, billing, shipping or confirmation of orders, (c) a person or entity providing customer service, data collection or seeking input regarding orders, (d) a person or entity for advertising and marketing purposes (as further described below), (e) to provide access to information that we are legally required to disclose, (f) to cooperate with law enforcement investigations or other legal proceedings, (g) to protect against the misuse or unauthorized use of our website, (h) under special circumstances, such as to prevent fraud or injury, or (i) to protect our rights and the rights of other persons who visit our website.

From time to time we may use your name and email address to send you marketing emails that contain information about products, sales and other promotions on the rogansshoes.com website, on our other websites and/or in our retail stores. To remove yourself from any of our marketing email lists either follow the "unsubscribe" directions on a marketing email that you receive from us or send an email to Pat Wolf at [online@rogansshoes.com](mailto:online@rogansshoes.com) with a request that you be removed from a marketing email list. You may also opt-out from being added to a marketing email list when you set up an account on our website.

We utilize cookies and other mechanisms on our website to enhance your shopping experience, better serve you, personalize your interaction with us, remember your preferences and your purchase history and improve our website, the products and services we offer and how we market what we sell. Cookies are small data files stored by your web browser on your computer or mobile device that allow us, for example, to recognize your computer, keep items in your shopping cart if you leave and then revisit our website, identify items in your shopping cart that you did not purchase and the pages you visit on our website.

We may also use web beacon and tag technologies. These types of technologies are used in conjunction with cookies to capture information about a visitor's activity on our website, such as, for example, whether you receive and/or open our communications to you, to measure the effectiveness of those communications and to collect non-personal information about your computer or mobile devices to improve our communications with you.

We use third parties to advertise ("advertising third parties") to advertise and provide you with emails about what we sell on the internet and in our stores. We provide our

advertising third parties with information collected from your use of our website. We and our advertising third parties use cookies, web beacons and tag technologies to obtain information about your visits to our website and determine future ads to provide you. Our advertising third parties may possess information about you such as your activities on the internet, use of other websites and the devices that you use. They utilize that information in providing services to us. Those ads are typically based on the parts of our website that you have viewed and your purchase histories, and enable us to focus our marketing to your needs and display ads that are relevant to you. We also may share personal information (other than payment and payment card information) with advertising third parties for the purpose of providing services to us. We do not share information about you with others for the purpose of enabling others to advertise the goods and services they sell to you.

We have security measures in place to prevent our advertising third parties from accessing a customer's address, telephone number, and your payment card number, expiration date and security code that are transmitted to our website. However, we may provide our advertising third parties with your name and email address for the purpose of providing you with our advertising on other websites and via email.

Advertising generated by our advertising third parties will show up on other websites that accept ads from our advertising third parties. One of our advertising third parties is Google AdWords. If you don't want to receive Google AdWords advertising from us, you can opt out of Google's use of cookies by visiting [Google's Ad Settings](#). You may also opt out of any third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#). Facebook is another one of our advertising third parties. You can opt out of advertising on Facebook that is based on your activities on our website and other websites by visiting <https://www.facebook.com/help/568137493302217>.

We use Klaviyo to send advertising emails to you. Here is a link to Klaviyo's privacy policy: <https://www.klaviyo.com/privacy/policy#how-we-collect-information>.

We also use third parties to help measure how users interact with our website ("analytics third parties"). As a user navigates between pages on our website, our analytics third parties use cookies, web beacons and tag technologies to collect and provide us with information such as the pages a user visits, the number and times a user visits, whether a visit results in a sale and other information. We do not share your personal information with analytics third parties.

Every computer and device connected to the internet is assigned an Internet Protocol (IP) address. That address can be used to identify the country, state and city from which a computer is connecting to the internet. IP addresses need to be used by websites in order to make the internet function. Website owners, such as Rogan's Shoes, have access to the IP addresses of visitors to its websites regardless of whether they use advertising

third parties or analytics third parties. Accordingly, the IP addresses of visitors to our websites are not included within the definition of personal information in this policy. Our advertising third parties and analytics third parties use IP addresses to provide the services we desire.

Social media platforms that you use, such as Facebook, Instagram, Twitter and Pinterest, may provide us with information about you. For example, we will obtain information about you directly from social media platforms or if you use social media platforms in conjunction with your use of our website. Review the privacy policies of the social media platforms that you use if you have any questions about the information that those platforms disclose. This privacy policy applies only to information collected by the rogansshoes.com website and not to any other websites that are linked to the rogansshoes.com website. You should view the privacy policy of any website that is linked to the rogansshoes.com website.

Rogan's Shoes does not knowingly request or collect personal information from any person under 13 years of age. If you are under age 18 but at least age 13 you may use this website only under the supervision of a parent or guardian. Do not use this website if you are under age 13.

This policy is limited to the personal information practices of the rogansshoes.com website. This policy does not apply to any comments, reviews, feedback, notes, photos, messages, ideas, suggestions or other communications that you post on this website. Please refer to the User Posted Content section on the Conditions of Use page of this website for our policies relating to postings to which this policy does not apply.

We may acquire another company, merge with another company or sell the assets or stock of our company in the future. If one of those types of transitions occurs, one of our business assets may include your personal information. You acknowledge that such a transition may occur and that your personal information can continue to be used thereafter as set forth in this policy.

This policy was effective beginning on December 1, 2006. We reserve the right to change this policy at any time. Any changes to this policy will be posted on this website page and are effective on the date of posting. Please visit this page periodically so that you can be informed of any changes to this policy.

Do not use this website if you do not agree with this policy. Rogan's Shoes does not authorize you to use this website if you do not agree with this policy.

If you have any questions regarding this policy, please contact Pat Wolf at [online@rogansshoes.com](mailto:online@rogansshoes.com).

Last Revised February 25, 2021.