

# PRIVACY POLICY

UPDATED JULY 19, 2016

Fender Musical Instruments Corporation and all its affiliates and subsidiaries (collectively the “Company”) understands your concerns about privacy. So, we want you to understand what types of information we collect on this site and what may happen to that information.

If you have questions or concerns regarding this Privacy Policy, you should contact us at:

Fender Musical Instruments Corporation  
Attn: Legal  
17600 N. Perimeter Drive, Suite 100  
Scottsdale, AZ 85255

Company and all of its U.S. and foreign subsidiaries and affiliates (“Fender” or “us” or “we”) take seriously the confidentiality of your personal information. The following Privacy Policy sets forth our information gathering and dissemination practices for Fender.

## 1. AGREEMENT TO PRIVACY POLICY

BY ACCESSING OR USING THIS WEBSITE, YOU HEREBY AGREE TO THE TERMS OF THIS PRIVACY POLICY AND CONSENT TO THE COLLECTION AND USE OF INFORMATION AS DISCUSSED IN THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THIS WEBSITE.

## 2. AMENDMENTS TO PRIVACY POLICY

Fender reserves the right to modify or amend this Privacy Policy at any time. Notice of changes to this Privacy Policy will be communicated to you in advance. All changes will be effective immediately upon their posting to this website. Material changes will be conspicuously posted on this website. You agree that by accessing or using the Company website without any objection following posting of such changes, constitutes your acceptance of the revised terms.

## 3. INFORMATION WE COLLECT

### A. Personally Identifiable Information

Company may collect information you voluntarily share with us, including any content, record, or electronic communication of any kind, including without limitation your (1) contact information, (2)

financial information, (3) demographic information, (4) product preferences, (5) location (6) other personal information, and (7) user account information, subject to applicable laws and the terms of this Privacy Policy.

You may submit bank account information, including bank account number and routing number, for payment purposes. This banking information will be submitted by you directly to a third-party payment gateway company for processing of payments on the Company'S behalf. Company does not have access to nor stores this banking information.

To access the information on this website, you will need to register an account with this website. To register an account you are required to provide personally identifiable information. You may suspend your account at any time.

Company may use content you provide us through emails, responses to polls, contests or sweepstakes or any other promotional activity. Please be advised that any such submissions become the property of Company and may be used by Company for any lawful purpose, subject to applicable law. Company can edit, rewrite, use, and reuse the content of your submissions, including your name, likeness, photograph, and biographical information in any way and in any media whether now known or invented in the future, with or without attribution, including publication in online publications, and in trade media, and advertising. You agree that any content you send us will not violate any rights of any third-party and that you will only send us content for which you own the rights.

#### B. Non-Personally Identifiable Information

Company also collects other information that is not personally identifiable to you, but results solely from your visit to our website. For example, we may collect Internet Protocol ("IP") addresses. We may use web beacons and cookies, which may be placed on your computer when you access the website.

##### a. IP Addresses

Your Internet Protocol ("IP") address is usually associated with the place from which you enter the Internet, like your Internet Service Provider or your company. By collecting your IP address, Company's server may record the referring page that linked you to the Company website (e.g., another website or a search engine), the pages you visit on this website, the website you visit after this website, the ads you see or click on, other information about the type of web browser, computer, platform, related software and settings you are using, any search terms you have entered on this website or a referral website, and other web usage activity and data logged by our web servers. Company may also use your IP address to help diagnose problems with our servers, gather broad demographic and geographic information, and administer our website. Company may also link this information with your personally identifiable information when Company feels that it is necessary to enforce compliance with its rules and policies, terms of service, or to protect its website, customers or others.

##### b. Web Beacons

Web beacons are Internet tools, such as transparent images on a website or in e-mails that we may send you, that help us to determine, for instance, whether a page has been viewed or an e-mail opened. For example, when you ask us to send you information on a promotion or newsletter, we may use web beacons to determine how many of the e-mails we sent were actually opened. In

general, any electronic image viewed as part of a web page, including a banner ad, can contain a web beacon.

#### c. Cookies

Company may use cookies to track the use of its website and to facilitate and enhance your experience. "Cookies" are small pieces of electronic data that are stored by your browser on your computer's hard drive. The cookies enable Company to facilitate access to different aspects of the website. For example, by showing when and how you and others visit its website, cookies help Company to see which pages of the website are popular and which are not. Cookies can also help Company to improve your enjoyment of this website, for example, by remembering your address or other personal information when you request information or services on the website. Most web browsers automatically accept cookies, but you can disable this function so that your browser will not accept cookies. Please be aware that disabling this function may impact your use and enjoyment of this website.

## **4. HOW WE USE YOUR INFORMATION**

Company does not sell, rent or loan any of your personally identifiable information to any third party.

Company may, however, use and share information with third-party suppliers specifically involved in the processing of your information received via the Company website. Company may also share your information with our foreign and domestic affiliates and subsidiaries and third-party suppliers, which may require sending your personal information to or from the United States and another country, subject to applicable data privacy laws and regulations.

Company will use your personally identifiable information only for the purpose of communicating to you as set forth in this Privacy Policy and any other purpose for which you disclose it to us. If you wish for us to cease use of your personally identifiable information in any way, you may contact us at any time as set forth below. We will contact you in writing via email prior to using your information for any reason other than for the reason you disclosed it to us.

In addition, Company may use and share aggregated information that does not uniquely identify you when it enables Company to improve and enrich our services and website content.

Company reserves the right to use and share your information where such disclosure may be required by law.

## **5. ACCESS BY CHILDREN**

This website is not intended for use by children age under age 13. No one under age 13 is allowed to provide any personally identifiable information or use Company public discussion areas, forums and chats or participate in any contests or any other promotional activities, and Company does not knowingly collect or use information from children under age 13 through this website.

To subscribe to newsletters and to participate in other activities where personal information is divulged on this website, you must be age 16 or older. Minors under the age of 18 should get the permission of their parent(s) or legal guardian(s) before subscribing to anything on this website.

## **6. CHOICE/OPT-OUT**

If you are registered as a user with this website you may also receive communications of a commercial nature by way of email or SMS text regarding Fender products, services, promotions and events. If you receive Fender's commercial email or SMS text and would like to avoid receiving such email in the future, you may opt-out of receiving it by clicking on the opt-out area within that email or following directions on the SMS text to opt-out of communications. Fender will only communicate with you according to your instructions.

## **7. SECURITY**

Company limits third party access to personally identifiable information collected on this website. This website has security measures in place that we believe are reasonable to help protect against the loss, misuse and alteration of the information under Company's control. While Company cannot guarantee that loss, misuse or alteration to data will not occur, Company uses industry standards, such as Secure Socket Layers ("SSL") technology, to help safeguard against such occurrences. In certain instances, the information passed between your browser and the Company system is encrypted with SSL technology to create a protected connection between you and this website to ensure confidentiality. In the event that a breach into the Company security systems occurs and there is a possibility that an unauthorized person acquires your personal information, Company will notify you of such a breach under applicable law.

## **8. ACCESS TO YOUR PERSONAL INFORMATION**

If you wish to have access to your personally identifiable information, please contact us with your request. You may also request that Company update your personal information or correct any factual errors that you believe may exist regarding this information. In the event of a change in control of Company or sale by Company of substantially all of its assets, any information owned by or in the control of Company may be transferred to such Company successor, who will comply with the terms of this Privacy Policy.

## **9. THIRD-PARTY WEBSITES**

This website may link to, or be linked to, other websites not maintained by or related to Company. Company is not responsible for the privacy policies or practices of any third parties or third-party websites, including any third-party linked or linking websites. To the extent that you disclose personally identifiable information to any such third parties, different rules may apply to their use and disclosure of personal information that you disclose to them. Company encourages you to review the privacy policies of such websites before disclosing your personal information to them.

## **10. DO NOT TRACK**

We will automatically collect cookies and other non-personally identifying information when you visit this site. Due to this automatic collection, we do not currently honor do not track requests. We also currently do not participate in any online ad network that tracks users across websites and over time.

## **11. CONTACTING US**

Your privacy is important to Company. If you have any questions or concerns regarding this Privacy Policy, please contact us at:

Fender Musical Instruments Corporation  
Attn: Legal  
17600 N. Perimeter Drive, Suite 100  
Scottsdale, AZ 85255