



California Online Privacy Protection Act Notice
and
Do Not Track Information



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(1) No "do not track" standard has been adopted to this day, and therefore Sun Mountain Motor Sports, Inc., a Montana corporation (the "Company") does not use "do not track" signals.

(2) The Company does not authorize the collection of personally identifiable information from users of the Services for third party use for direct marketing purposes without user consent.

To learn more about "do not track" (DNT) and our DNT practices, please read on:

On September 27, 2013, California Governor Jerry Brown signed into law A.B. 370, amending the California Online Privacy Protection Act (CalOPPA) to require website operators like the Company to disclose how we respond to "Do Not Track Signals"(DNT); and whether third parties collect personally identifiable information (PII) about users when they use the Services.

Do Not Track

What is DNT? DNT is the concept that has been promoted by regulatory authorities, in particular the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites.

What is a DNT signal? Currently, various browsers - including Internet Explorer, Firefox, and Safari - offer a DNT option that relies on a technology known as a DNT header that sends a signal to websites visited by the browser user about the user's DNT preference. You can usually access your browser's DNT option in your browser's preferences.

Is there a DNT technology standard? The World Wide Web Consortium (W3C) has been working with industry groups, Internet browsers, technology companies, and regulators to develop a DNT technology standard. While some progress has been made on this issue, progress has been slow, and to date no standard has been adopted. Without an industry standard for DNT, users cannot know how any given company abides by a DNT signal they receive from browser headers. We are committed to remaining apprised of the W3C efforts to develop a DNT standard.

How does the Company respond to the signal? The Company takes privacy and security very seriously, and strives to put users first in all aspects of our business. With regard to DNT, the Company currently does not respond to DNT signals in browsers because no DNT standard has been adopted, as noted above.

Does the Company share users' personally identifiable information with third parties (like advertisers and ad networks)? The Company does not authorize the collection of personally identifiable information from users of the Services through advertising technologies deployed in ads that may appear on the Services without separate consent.

California Civil Code Section 1798.83, known as the "Shine The Light" law, permits customers of the Company who are California residents to request and obtain from the Company a list of what personal information (if any) the Company disclosed to third parties for direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Requests may be made only once a year and are free of charge. Please submit your request in writing to the contact information set forth below. Under Section 1798.83, the Company currently does not share any personal information with third parties for their direct marketing purposes.