

Servus Privacy Policy

Last Updated: August 10th, 2021

Our Commitment To Privacy

Your privacy is important to Servus and Rocky Brands™. To protect the privacy of the visitors ("you") to the Rocky® websites ("Sites"), Rocky® ("/us/our") has developed this Privacy Policy ("this Policy") to explain our online information practices and the choices you can make about the way your information is collected and used. Please read below for more specific information on the type of information that we collect and how we use it.

Types Of Information We Collect

We will ask you when we need information that identifies you individually or allows us to contact you directly ("personal information").

We may ask for personal information when you purchase a product, enter a contest, request a service, complete a survey, subscribe to a news, or engage in some other activity on our sites. In connection with these activities, we may ask you for contact information such as your name, telephone number, and email address.

When you visit our sites, we collect standard information about your hardware and software such as your IP addresses, browser type, operating system, pages visited on our site, referring and exit pages, and the dates and times of the visits.

This site visitation data is used to administer the site and provide general statistics regarding the use of Rocky Brands™. Site visitation data is never linked to your personal information, and we do not use it to identify you individually without your permission.

We will keep any and all information collected from you at this site strictly confidential and we will not sell, rent, trade, or otherwise share your personal information with third parties for their promotional use without your permission.

How We Use The Information We Collect

Information collected from any of our sites may be used for the purpose of sending promotional information, contest information, product specials, or services to you if have submitted your information for these purposes. We sometimes use this information to communicate with you, such as to notify you when you have won one of our contests or when we make changes to our subscriber agreements and/or any programs you may have signed up for.

If we do send any promotional emails, we will provide you with an email address or Opt-Out link by which you may inform us that you do not wish to receive such materials in the future. You can opt-out of communications from Rocky Brands™ at any time (see "Control of Personal Information" below).

We will not share any personal information without your permission with any unaffiliated third parties, unless required by law.

We will use the personal information you give us to fulfill the services and provide the products you request from us. This may include sending information that you have requested, or contacting you about products and services that you have purchased.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to help us improve your overall Internet experience. For example, we may use this data to tailor your experience at our website, showing you content that we think you might be interested in, and displaying content according to your preferences. We also may use this information to analyze site usage.

We sometimes contract with other companies to provide services such as packaging and mailing information, answering user questions, or processing credit card transactions. We will only provide these partners with the information they need to conduct their services, they will be prohibited from using the information we provide for any other purpose and we will require them to observe the intent of this Policy.

We may disclose your personal information when we reasonably believe that it is required by a law or legal process and to protect and defend our rights and interests and the rights and interests of our affiliates, suppliers, or users. We also reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful. We may release certain personal information when we believe that such release is reasonably necessary to enforce or apply these terms and conditions or to protect the rights, property, and safety of others and ourselves.

In the event we go through a business transition, such as a merger, an acquisition by another company, or a sale of all or a portion of our assets, users' personal information will, in most instances, be part of the assets transferred. Notifications of such a transition will be made using the mechanisms described in the "Changes to this Statement" section below.

Use Of Cookies And Other Electronic Tools

We and/or our partners (e.g., service providers, business partners, advertisers and advertising servers) may place, view, and/or use cookies, Web server logs, Web beacons, or other electronic tools to collect statistical and other information about your use of our sites and other websites.

To pursue the objectives described in this Privacy Policy, information collected about your use of our sites or other websites may be aggregated, analyzed or combined with personal or other information about you from other online or offline sources. If you prefer that we not combine the information that has been collected, through cookies, about your use of our sites or other websites with personal or other information about you, then please delete and disable cookies for each browser, on each computer you use to surf the Web.

Most browsers are set to accept cookies by default. If you prefer, you can usually set your browser to disable cookies, or to alert you when cookies are being sent. Likewise, most mobile devices allow you to disable the ability for geo-location information to be collected from your mobile device. The help function on most browsers and mobile devices contains instructions on how to set your browser to notify you before accepting cookies, disable cookies entirely, or disable the collection of geo-location data.

However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of our sites, such as the surveys, contests, and promotions, and certain areas of our sites for which you need to log in, will not function properly, and the advertising you receive when you visit our sites may not be advertisements tailored to your interests.

Third Party Cookies

In the course of serving advertisements to you in emails, third-party advertisers or ad servers may place or recognize a unique cookie on your browser. The use of cookies by such third party advertisers or ad servers is not subject to this Policy, but is subject to the privacy policies of those third parties.

Links From Email

We provide links to our advertiser and partner websites and other websites. If you link to any of these third party websites, this Policy will not apply to your use of, and activities on, those sites. We encourage you to read the legal notices posted on these sites, including their privacy policies. We have no responsibility or liability for your visits to, and the data collection and use practices of, these sites.

Note Concerning Minors

The sites and emails, and the content available in connection therewith, are neither intended for, nor directed to, children under the age of 16. Additionally, you must be at least 16 years old to have our permission to use our sites. If we learn that a person is under the age of 16, we will promptly terminate that individual's account.

Data Storage And Retention

We store your personal information on our servers and the servers of third party service providers, all located in the United States. We retain your personal information for the duration of the business relationship and for a period thereafter to allow you to recover your account information, to analyze your data for our business operations, and for archiving purposes. For more information on where or how long your data is stored, please contact us at dataprivacy@rockybrands.com.

Transferring Personal Information From The EU To The US

Rocky® is headquartered in the United States. Information you provide to us or we collect from you will be processed in the United States. The United States is not currently considered by the EU to provide an adequate level of data protection. We therefore rely on exceptions listed in the GDPR. In particular, we collect and transfer your personal information to the United States only: with your consent; to perform Services under the contracts we have in place with you; or to fulfill a compelling legitimate interest of Rocky® that does not outweigh your rights or freedoms. We strive to apply suitable safeguards to protect the privacy and security of your personal information and to use it only as described in this Policy. We also enter into data processing agreements and standard contractual clauses with our vendors, whenever feasible and appropriate. For more information regarding the GDPR and data transfers, please go to https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en.

Our Commitment To Data Security

Your privacy is important to us and because of this all credit card transactions made through any Rocky Brands™ website are protected and guaranteed secure through VeriSigns SSL encryption. Only those Rocky Brands™ employees who need access to your information in order to perform their duties are allowed access. Any employee who violates our privacy and/or security policies may be subject to disciplinary action, including possible termination and civil and/or criminal prosecution.

Changing Your Information

The only potentially personally identifying information that we keep on file with respect to communications through this Site is your Rocky® Mail and Rocky® Newsletter sign-up information. If you would like to change your email address, we recommend that you first opt out of receiving promotional emails by following the opt out procedures included with the promotional email when received. You may then enter the alternative email address to which you desire to receive promotional emails through either the Rocky® Mail or Rocky® Newsletter activation functions of the Site.

Your Rights With Respect To Your Personal Information

Depending on the location from where you access to the sites, you may have the right to access, correct, delete, or restrict use of certain personal information covered by this Policy and exercise all other rights set forth in Articles 15-22 of the General Data Protection Regulation ("GDPR"). You may also have the right to request that we refrain from processing your personal information. Please bear in mind that if you exercise such rights this may affect our ability to provide our products and services. For inquiries about your personal information, please contact us. While we will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such requests, if allowed or required by applicable laws.

Please note that it may take some time to process your request.

Changes To Our Privacy Policy

We may from time to time update this Policy. When we make these updates, we will change the "last updated" date listed at the top of the statement. If we make a material change to this statement that affects our use of your personal information, we will update users by placing a more prominent notice on our home page.

Other Websites

The Rocky® sites or our partner sites may contain links to other websites outside of Rocky Brands™ Corporate. Other sites may also reference or link to our sites. We are not responsible for the privacy practices or the content of such other sites.

How To Contact Us

For any other information or questions regarding the Site or the information you have submitted to us through the Site, please contact us at (740) 753-1951 or send us an email to dataprivacy@rockybrands.com.

Please also visit our [Site Terms and Conditions](#) which explains the terms governing your use of our website.

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