

## 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(d).

This website is owned by Rogan Shoes, Incorporated, 1750 Ohio Street, Racine, Wisconsin 53405

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

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 described in the [Privacy Policy](#) page of this website. A copy of our 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 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 [customerservice@cheerandpom.com](mailto:customerservice@cheerandpom.com) or call our toll free number: 1-877-200-4944.

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 term “personal information” in the above California Privacy Notice.

## Privacy Policy

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

When you place an order on the cheerandpom.com website we collect personal information in order to process and ship your order and charge you for what you have purchased. Your credit card information is provided to the credit card processor of Rogan's Shoes. Your name, address and telephone number are provided to the company that delivers your order (for example - UPS). 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 credit card information) may be collected to generate data used by us for analysis of our internet sales and for our internet marketing efforts.

From time to time we may use your name and email address to send you marketing emails that contain information about our products, sales and other promotions on the cheerandpom.com website. 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 marketing email list when you set up an account on our website.

We protect the privacy of your credit card information by using 128 bit encryption for transmitting your credit card information. When you enter the secured portion of the cheerandpom.com website, you will see a lock symbol on the webpage. That lock symbol indicates 128 bit encryption with secured sockets layering is being used to encrypt your personal information before you send it over the internet to the server where the cheerandpom.com website is located. The host of the cheerandpom.com website is MRR Soft, Inc. d/b/a ZNODE ("MRR") of 1225 Discovery Parkway, Suite 155, Milwaukee, Wisconsin 53226. MRR uses physical and software security measures to protect the personal information on the servers that contain the cheerandpom.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 credit 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 of the cheerandpom.com website to any person or entity other than (a) a person or entity who provides support for the internal operations of the cheerandpom.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) to provide access to information that we are legally required to disclose, (e) to cooperate with law enforcement investigations or other legal proceedings, (f) to protect against the misuse or unauthorized use of our website, (g) under special circumstances such as to prevent fraud or injury, or (h) to protect our rights and the rights of other persons who visit our website.

We utilize cookies and other mechanisms on our website to enhance your shopping experience, better serve you, 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, and identify 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") our website and the products we sell on the internet. Our advertising third parties use cookies, web beacons and tag technologies to collect and provide us with information about your visits to our website, and determine future ads to provide you. Those ads are based on the parts of our website that you have viewed, and enable us to focus our marketing to your needs and display ads that are relevant to you. 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 Goggle 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](#).

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.

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. We understand that our advertising third parties and analytics third parties use IP addresses to provide the services we desire.

We have security measures in place to prevent our advertising third parties and analytics third parties from accessing any personal information. We do not provide our advertising third parties or analytics third parties with any customer's name, address, email address, telephone number, credit card number, credit card expiration date or credit card security code that are transmitted to our website.

This privacy policy applies only to information collected by the cheerandpom.com website and not to any other websites that are linked to the cheerandpom.com website. You should view the privacy policy of any website that is linked to the cheerandpom.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 cheerandpom.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 (other than communications relating to processing, shipping or customer service regarding an order). 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.

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 August 1, 2018