

Dicks and Company Limited Privacy Policy

As part of Dicks and Company Limited's ("Dicks and Company") commitment to protecting your privacy, we have adopted and implemented the following privacy policy ("Privacy Policy").

What personal information does Dicks and Company collect and why?

Dicks and Company only collects information about identifiable individuals ("Personal Information") when you choose to send us an email which contains Personal Information or participate in our online contests or promotions. The Personal Information collected in our contests or promotions will generally consist of your name, telephone number, address and email address for the purpose of notifying you if you are a selected entrant. Dicks and Company may also use Personal Information collected in connection with credit applications, online contests or promotions for the purpose of providing you with further information about our company, products and/or services, but not without your prior consent.

Dicks and Company may use a browser feature called a "cookie" to provide you with added convenience while navigating through our website. Cookies are small data files that websites write to your hard drive when you visit them in order to "track" your visit to a site. By themselves, cookies cannot be used to disclose Personal Information. Cookies identify your browser - but not you - to our servers when you visit the site. We do not link Personal Information with cookies. Most browsers automatically accept cookies, but some browsers can be set to reject all cookies.

Please note that operators of linked websites, including authorized dealer websites, and advertisers on our website may collect Personal Information about you when you link to their websites or click on their advertisements. This Privacy Policy does not cover the privacy practices of such third parties.

We may use your Internet Protocol Number (the number assigned to your computer while it is on the Internet) ("IP number") to assist us with diagnosing problems with our server, and to administer our site. We do not link Personal Information with IP numbers.

When does Dicks and Company disclose Personal Information?

Dicks and Company does not disclose Personal Information to any third parties without your prior consent, unless required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to the law or comply with legal processes served on Dicks and Company or its affiliates; (b) protect and defend the rights or property of Dicks and Company or the users of our website; and (c) act under circumstances where there may be a concern for the protection or the personal safety of users of our website or the public. Dicks and Company does not sell, trade, or rent Personal Information.

What security measures does Dicks and Company implement?

Dicks and Company uses I.D.s, passwords and other security measures to protect your Personal Information.

Unfortunately, no information transmitted over the Internet can be guaranteed to be 100% secure; as a result, Dicks and Company does not represent, warrant or guarantee that Personal Information will be protected against loss, misuse or alteration and does not accept any responsibility or liability for Personal Information submitted to it, nor for your or any third parties' use or misuse of Personal Information.

Contact Us:

If you have any questions or concerns about this Privacy Policy or if you would like to update or modify the Personal Information that we have on file about you, please contact Dicks and Company one of the following methods:

1. email: info@dacnl.com
2. phone: 709-579-5111
3. mail: Dicks and Company Limited, P.O. Box 490, St. John's NL A1C 5K6

Modifications to this Privacy Policy:

This Privacy Policy may change at any time. When any changes are made, we will provide you with notice on our website. Any changes made will not adversely affect your privacy rights. Your continued use of our website following the posting of changes to this Privacy Policy will indicate your acceptance of such changes. Changes will be effective once posted.