

TRAIL TREKER PRIVACY POLICY

This privacy policy governs your use of the software application TRAIL TREKER (“Application”) for mobile devices that was created by TRAIL TREKER, LLC. The Application is a map viewing tool for use with the Trail Treker map publishing service.

What information does the Application obtain and how is it used?

User Provided Information

The Application obtains the information you provide when you download and register the Application.

When you communicate with us and use the Application, you generally provide (a) your name, email address, and other registration information; (b) transaction-related information, such as when you make purchases, respond to any offers, or download or use applications or maps from us; (c) information you provide us when you contact us for help; and (d) credit card information for purchase and use of the Application via the Apple App Store or Google Play Store.

We do not store or have access to your credit card related information.

We may also use the information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions.

Automatically Collected Information

In addition, the Application may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile devices unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Application.

Does the Application collect precise real time location information of the device?

When you use the mobile application, we may use GPS technology (or other similar technology) to determine your current location in order to determine where you are located and display a location map with your collected path (should you choose to turn on tracking within the app). We do not collect (outside of the app), nor will we share your current location or tracks with other users or partners. Your location or any tracking information stays on your device until you choose to share it.

If you do not want us to use your location for the purposes set forth above, you should turn off the location services for the mobile application located in your account settings or in your mobile phone settings and/or within the mobile application. Be advised, no refund will be made simply because you turn off location services. The app is built to show your location on the map(s) of your choice, therefore, location services is a pre-requisite to using the app.

Location Tracking in the Background

As mentioned above, the mobile application has the ability to store your location and track your movement (path or track) when you are in motion after you have started the app (location services for the app are not activated until the app is started). Once activated, the app will show your current location on the map you have chosen or the default map. Should you choose to enable the “Tracking” feature, location services are used to store a track; an icon will be displayed in your notification bar to indicate Tracking is active. To facilitate the collection of your path while your phone is sleeping or locked, we require your permission to Allow Location Services in the Background or Allow Location Services “All the Time”. This allows the accurate collection of a track or path at all times even while the mobile device is locked or sleeping with the screen turned off. If you do not allow this level of Tracking in the Background, your path will be disjointed, inaccurate and only show accurate tracking while the mobile device is turned on or the app is open and active in the foreground. Once again, we do not collect (outside of the app), nor will we share your current location or tracks with other users or partners. Your location or any tracking information stays on your device until you choose to save, delete or share it.

Again, if you do not want us to use your location for the purposes set forth above, you should turn off the location services for the mobile application located in your account settings or in your mobile phone settings and/or within the mobile application. Be advised, no refund will be made simply because you turn off location services. The app is built to show your location/track on the map(s) of your choice, therefore, location services is a pre-requisite to using the app.

Do third parties see and/or have access to information obtained by the Application? Yes.

We will share your information with third parties only in the ways that are described in this privacy statement.

We may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- with our trusted services providers who work on our behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement.
- if TRAIL TREKER, LLC is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via a prominent notice on our web site of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

What are my opt-out rights?

You can stop all collection of information by the Application easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy, Managing Your Information

We will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. We will retain Automatically Collected information for up to 24 months and thereafter may store it in aggregate. If you'd like us to delete User Provided Data that you have provided via the Application, please contact us at privacy@trailtreker.com and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

Children

We do not use the Application to knowingly solicit data from or market to children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at privacy@trailreker.com. We will delete such information from our files within a reasonable time.

Security

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

Changes

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy here and informing you via email or text message. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes. You can check the history of this policy by clicking [here](#).

Your Consent

By using the Application, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the United States your information will be transferred, processed and stored there under United States privacy standards.

Contact us

If you have any questions regarding privacy while using the Application, or have questions about our practices, please contact us via email at privacy@trailtreker.com.