

Privacy Policy

Twisted Road Cycle Gear Inc. asks each customer who places an order for billing and shipping information which consists of name, e-mail and street address, zip/postal code, and telephone number. This information is required in order to ship you the products you have ordered. In order to make payment for the products you order, credit card transactions are handled by our secure third-party payment partner, which receives your credit card number and other personal identifying information only to verify the credit card number and process the transaction. **Twisted Road Cycle Gear Inc.** does not obtain nor retain your credit card information.

It is our goal to build a long term relationship with our customers. As such, we may notify you by e-mail or mail from time to time about changes in our services or products, or other information which we believe may be of interest to you. If you do not want to receive this information, contact us and we will discontinue providing this information to you.

When and if you subscribe for services such as newsletters, alerts, or special invitations that may be made available by us through our web site, we require your e-mail address to send the information you requested.

We monitor visitor traffic patterns and site usage to help us develop the design and layout of the site. We may, from time to time, collect and aggregate anonymous demographic information that is not unique to you, to help improve our site, or market our site to advertisers or potential business partners. We may disclose aggregate anonymous demographic information to affiliates or unaffiliated third parties for the purpose of performing business services for us. **In no case will your individual information ever be disclosed.**

We will not sell or otherwise make available personal information about you to third parties for marketing purposes. We reserve the right to disclose personal information to regulatory authorities, law enforcement agencies or as required by applicable law.

Twisted Road Cycle Gear Inc. uses appropriate measures to secure your personal information.

How do we use cookies? A cookie is a small text file that a web site sends to your computer to record your identification/preferences. The next time you visit our web site, we may use the information stored in the cookie file to facilitate your use of our web site and to track usage. We will never use cookies to retrieve information from your computer that was not originally sent by us to you in a cookie.

Through links and banner advertisements on the **Twisted Road Cycle Gear Inc.** web site you may be directed to other web sites outside our control. These third-party sites may send their own cookies to users, collect data or solicit personal information. These other sites are not subject to our Privacy Policy and we are not responsible for the privacy policies of these third-party sites, or for the use of any information that these sites may collect.

By using our web site, you consent to the collection and use of your personal information as outlined above by **Twisted Road Cycle Gear Inc.** Any changes to our Privacy Policy will be posted on our web site. Any information collected under the existing Privacy Policy will be subject to the terms of the updated Privacy Policy.