

Privacy Policy

(Revised May 2007)

Information Collected:

BoatXchange.com is the sole owner of the information collected on this site. BoatXchange.com collects information at several different points on this Web site as discussed below:

Cookies & Pixel Tags:

We use cookies. A cookie is a small, removable data file that is stored by your Web browser on your computer. Cookies allow you to place an order on this Company Website and allow us to enhance, facilitate and personalize your online surfing and user experience. For example, we use cookies to:

- Recognize you when you return to this website;
- Present relevant content to you when you visit this website;
- Analyze visitor behavior; and
- Facilitate other similar types of activities.

You can choose to have your computer warn you each time a cookie is being sent or you can choose to turn off all cookies. You do this through your Web browser settings. If you turn cookies off, you won't have access to many features that make your visits to the Company's Websites more efficient and enjoyable, and in some cases, some of our services

will not function or will function with limited capability.

We also use pixel tags - tiny graphic images - to help us analyze your online behavior and information about visitors to this Company Website and our customers. Pixel tags also allow us to send you email in a format you can read and let us know when you have opened an email message from us.

Web Beacons:

We set a web beacon (a single-pixel invisible image) on web pages and some of our HTML-formatted emails. We may use web beacons for a number of purposes, such as to count visitors to our web pages, to monitor how our Site Visitors navigate our site, or to count how many newsletters or emails we sent were actually opened. Additionally, third parties that serve ads or content on this Web site or within our emails may use web beacons. We do not have control over web beacons used by these third parties.

Email to BoatXchange.com Staff:

When Site Visitors send an email to a department or staff person, the email may or may not be saved for future reference, and may or may not be forwarded to third parties.

Disclosure of Personal Information Collected:

WE collect personal information from you when you voluntarily submit it to us. When we request personal information from you (which may include your name, address, telephone number, email address, gender, year of birth, home address, work address, landline phone number, cell phone number, credit card number, and other personal preferences such as preferred brands, wish list, other products and services purchased, income and education level, interests, and instant messenger information).

Partners:

Some of our partners offer services on the Web site. To provide services, our partners collect personal information from Site Visitors. We exercise great care in choosing our partners but we neither control nor are we responsible for our partners' information collection practices. Site Visitors should view our partner's privacy policy to make an informed decision whether to provide personal information.

Correcting/Updating Personal Information:

If a Site Visitor's personal information changes, or if a user no longer desires our service, we have provided a way to correct, update or remove that user's personal data provided to us. If the Site Visitor has registered to view certain areas or use certain services, Site Visitor can edit or update their information at the "MyBoats" page on the site. In order to remove personal data from our site (i.e. cancel your account), you must contact a Customer Service representative at info@BoatXchange.com.

Links to Other Web Sites:

The Web site contains links to other sites. Please be aware that we are not responsible for the privacy practices of other sites that we link to. We encourage Site Visitors to be alert when they leave the Web site and to review the privacy statements of each and every Web site that they visit before disclosing personal information.

Security:

Please note that we do not guarantee the security of any personal information you transmit to us and you do so at your own risk. If you have any questions about the security at the Web site, you can send an e-mail message to info@BoatXchange.com.

When Site Visitors choose to use services requiring sensitive information (such as a credit card number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of web browsers such as Firefox and Microsoft Internet Explorer becomes locked.

While we use SSL encryption to protect sensitive information online, we also do everything reasonable in our power to protect user-information offline. All of our user-information, not just the sensitive information mentioned above, is restricted to authorized users. Only employees who need the information to perform a specific task (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Finally, the servers that we store personally identifiable information on are kept in a secure environment.

Children's Use of Web site:

We do not knowingly acknowledge or accept orders, registrations or requests for any goods or services from persons under the age of 13. If it comes to our attention that a request has come from a person under the age of 13, we will not respond to such a request. Instead we will delete any information provided by that child.

Notification of Changes:

It is the Site Visitors responsibility to follow our privacy link, so Site Visitors are always aware of our current practices. There will always be a link to our privacy statement on our home page so that Site Visitors are always aware of our current information collection, maintenance and disclosure practices. Each update is noted with the last updated date. If our privacy practices change in way that would allow us to use non-public personal information in a manner not previously allowed by the terms of our privacy statement, Site Visitors will have an opportunity to choose whether to let us use their non-public personal information in the newly proposed manner.