

## AMWAY RIVERBANK RUN PRIVACY POLICY

Thank you for visiting [amwayriverbankrun.com](http://amwayriverbankrun.com) the official website of the Amway Riverbank Run. At Amway Riverbank Run one of our main priorities is the privacy of our visitors. We appreciate the opportunity to interact with you on the Internet and are committed to protecting and safeguarding the privacy of our visitors.

The purpose of this Privacy Statement is to inform you about the types of information we might collect and record when you visit our Site, how we may use that information, and whether we disclose it to anyone. .

### WHAT INFORMATION WE COLLECT & HOW WE USE IT

The type of information Amway Riverbank Run collects falls within one of two categories: Personally Identifiable Information and Aggregate Information.

### PERSONALLY IDENTIFIABLE INFORMATION

Amway Riverbank Run may collect Personally Identifiable Information from you. You can browse our Site without revealing any Personally Identifiable Information. If you want to apply for media credentials, tell us your story which may be used on our Site or in other promotional materials, or contact us you may have to provide Personally Identifiable Information such as your name, address, age, e-mail address and telephone number to be shared with us for the purpose of contacting use, including via e-mail, to assist you. In such event we might maintain a record of your contact including your Personally Identifiable Information. We use this information to provide better service in the event you contact us again.

Amway Riverbank Run provides links to external sites where you can register for an event, sign up for our e-mails, volunteer, purchase official merchandise and other things. The links to external website and those external websites are not under the control of Amway Riverbank Run, it affiliates or subsidiaries and are subject to their own Privacy Policies. You will be notified by a pop-up window you are leaving Amway Riverbank Run's site. These external sites you visit may collect Personally Identifiable Information from you. We encourage you to review the Privacy Policy for each external link you visit for details on what information they collect and how it is used.

### AGGREGATE INFORMATION

#### THE USE OF LOG FILES & COOKIES ON THIS SITE

Amway Riverbank Run follows a standard procedure for utilizing Log Files on this Site. These files log visitors when they visit our Site. This is a standard procedure used by companies hosting websites as part of the analytics services provided. Such information collected by the Log Files includes your Internet Protocol (IP) address, your operating system and browser type, the Internet Service Provider (ISP) used, a date and time stamp, referring and exit pages and possibly the

number of clicks on our Site. This information is not linked to any Personally Identifiable Information. The purpose of collecting this information is for analyzing trends, administering the site, tracking users' movement on the Site and gathering demographic information.

Amway Riverbank Run also uses 'cookies.' A 'cookie' is a small data file that is transferred to your computer's hard drive that allows a website to respond to each user as an individual. The cookies are used to gather and remember information about a user's preferences and the pages on the website that the visitor accessed or visited. The information gathered allows Amway Riverbank Run to optimize your experience by customizing our Site's content based on visitors' preferences.

Overall, cookies are safe and only identify your computer. Accepting a cookie does not provide us with access to your computer or any Personally Identifiable Information about you. Most computer browsers accept cookies, but you can adjuster your settings on your browser to notify you of cookie placement requests, refuse certain cookies or decline them completely.

We may collect, compile, store, publish, promote, report or otherwise disclose any of the Aggregate Information provided such information does not personally identify you. We do not correlate any Personally Identifiable Information with the Aggregate Information that we collect on our Site.

## CHILDREN'S INFORMATION

Another part of our priority is adding protection for children while using the Internet. Amway Riverbank Run encourages parents and guardians to observe, participate in, monitor and guide their children's online activity. Amway Riverbank Run does not knowingly collect any Personally Identifiable Information from children under the age of 13. If you believe your child provided information of this kind on our Site, we strongly encourage you to contact us immediately and we will do our best to promptly remove such information from our records.

## THIRD PARTY PRIVACY POLICIES

Amway Riverbank Run's Privacy Policy does not apply to any other website including but not limited links to the websites of our Advertising Partners, our Sponsors & Community Partners, Merchants or Race Registration. We advise you to consult the respective Privacy Policies and Terms of Use for any and all third party websites which will advise you what information each third party collects, how it is used, and whether you may opt-out of certain options.

## OUR ADVERTISING PARTNERS

Some of Amway Riverbank Run's advertisers, third-party ad servers or ad networks may use technologies including 'cookies' and Web Beacons or JavaScript in their respective advertisements and links that appear on Amway Riverbank Run which are sent directly to visitors/users browser. These technologies automatically receive your IP address and are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on the websites you visit.

Amway Riverbank Run does not have access or control over the technologies our advertisers, third-party ad servers or ad networks use. Each of our Advertising Partners have its own Privacy Policy and Terms of Use. We advise you to consult the respective Privacy Policies and Terms of Use for our Advertising Partners which will advise you what information each third party collects, how it is used, and whether you may opt-out of certain options. For your convenience below is a link to our Advertising Partners' Privacy Policies:

[insert advertising partners here w/link to privacy policy]

#### OUR SPONSORS & COMMUNITY PARTNERS

Amway Riverbank Run works with various event sponsors and community partnerships. You will find information about our Sponsors and Community Partners on this site as well as advertisements by our Sponsors and Community Partners. Our Sponsors and Community Partners may also use technologies including 'cookies' Web Beacons and JavaScript in their respective advertisements and links that appear on this site.

Amway Riverbank Run does not have access or control over the technologies our advertisers, third-party ad servers or ad networks use. Each of our Advertising Partners have its own Privacy Policy and Terms of Use. We advise you to consult the respective Privacy Policies and Terms of Use for our Sponsors and Community Partners which will advise you what information each third party collects, how it is used, and whether you may opt-out of certain options. For your convenience below is a link to our Advertising Partners' Privacy Policies:

[insert sponsor and community partners here w/link to privacy policy]

#### EXTERNAL LINK TO RACE REGISTRATION

As a courtesy we provide a link to our official race registration partner RunSignUp at <https://runsignup.com/Race/MI/GrandRapids/FifthThirdRiverBankRun>. This site is not under the control of Amway Riverbank Run, its affiliates or subsidiaries. Amway Riverbank Run provides the link to our official race registration partner as a convenience and courtesy to you. Amway Riverbank Run is not responsible for the content, security or privacy of any of the linked sites. In visiting and using this site you will be subject to RunSignUp's own Privacy Policy and Terms of Use and we recommend you consult their Privacy Policy for details on what information they collect and how it is used.

#### EXTERNAL LINKS TO MERCHANTS

As a courtesy we provide links to our official RBR Custom Logo online store at <https://riverbankrun.logoshop.com/> where you can purchase official RBR products and apparel as well as links to other external merchants. Amway Riverbank Run provides these links as a convenience and courtesy to you. Amway Riverbank Run is not responsible for the content, security or privacy of any of the linked sites. In visiting and using these sites you will be subject

to each sites respective Privacy Policy and Terms of Use. We recommend you consult each sites Privacy Policy for details on what information they collect and how it is used.

#### ONLINE PRIVACY POLICY ONLY

This Privacy Policy applies only to our online activities on [amwayriverbankrun.com](http://amwayriverbankrun.com) and is only valid for visitors to our site with regards to the information that they share and/or is collected by Amway Riverbank Run. This Policy is not applicable for any information collected or shared offline or via channels other than this Site.

#### CHANGES TO THIS STATEMENT

Any updates or changes to the terms of this Privacy Statement will be posted here on our Site and the date of the newest version is posted below. By using our Site, you acknowledge acceptance of this Privacy Statement in effect at the time of use.

#### CONTACT US

If you have additional questions or require more information about our Privacy Policy, please do not hesitate to contact us through email at [runinfo@53riverbankrun.com](mailto:runinfo@53riverbankrun.com) or call 616-771-1590. We will make every reasonable effort to address your concerns and remedy and problems you bring to our attention.

Updated and effective September 21, 2018.

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