

WEBSITE PRIVACY STATEMENT

Last Updated: May 16, 2022.

About this Privacy Statement

GF Oregon Inc., dba Good Feet, together with any licensors, affiliates, successors, and assigns (“**Good Feet**,” “**us**,” “**our**,” and “**we**”), is committed to protecting the privacy of individuals who visit, use, and actively enter information into the website located at <https://mygoodfeet.com/> (the “**Site**”) operated by Good Feet (collectively, “**Users**”). Users may at times be referred to in this Privacy Statement as “**you**.” This Privacy Statement describes Good Feet’s information practices in relation to your use of the Site. This Privacy Statement also applies to information collected by Good Feet through offline contacts it may have with you.

Please read this Privacy Statement carefully before you access and use the Site. Your usage of the Site signifies to us that you have read and understood all of the terms of this Privacy Statement. You may also be presented with additional opportunities to review this Privacy Statement when taking certain actions on the Site.

This Privacy Statement explains:

- What Personal Information we collect about you when you use the Site, why we collect it, who we disclose it to and how long we keep it for;
- How we use your Personal Information;
- How we protect your Personal Information; and
- How you can control your Personal Information, including how to access and update the information we hold about you, as well as any legal rights you may have related to your Personal Information.

Modifications to this Privacy Statement

We may need to update or revise this Privacy Statement from time-to-time in response to changing legal, technical, or business developments. We will post any new or revised Privacy Statement here, and you should review this Privacy Statement regularly to make sure that you are aware of its terms. You can determine if this Privacy Statement has been revised since your last visit to the Site by referring to the “**Last Updated**” date at the top of this Privacy Statement. Good Feet will also provide notification of significant changes to this Privacy Statement through the Site. If we intend to use earlier-collected Personal Information and Automatically-Collected Information in accordance with the terms of the revised Privacy Statement and doing so would result in a use for a different purpose than stated at the time of collection, where required by law we will request your express consent prior to such use.

WHAT PERSONAL INFORMATION WE COLLECT ABOUT YOU

Automatically-Collected Information

Good Feet uses certain digital analytics tools on the Site that help us analyze website usage and performance when you visit and use the Site, such as cookies, which are discussed in more detail below. The information we collect automatically typically does not include any individuals’

names or contact information. Rather, as you navigate and browse the Site, these analytics tools automatically collect and store information about your visit to and use of the Site, such as: the date and time of your visit, the duration of your visit, the type of browser and browser language you use, your Internet Protocol (“IP”) address, mobile device ID, type of computer or other operating device used, the actions you take on the Site (such as the web pages viewed and the links clicked), the website(s) (if any) from which you linked to the Site, and the website(s) you visit after visiting the Site. All such information is referred to in this Privacy Statement as “**Automatically-Collected Information**,” and may be considered Personal Information depending on applicable privacy laws.

This Automatically Collected Information allows us to better understand the visitors to the Site, where they come from, and what content on the Site is of interest to them. It also helps us to maintain the security and operation of the Site. We only ever use this Automatically Collected Information for our internal analytics purposes, to diagnose problems with our servers, and to improve the quality, performance, and functionality of the Site.

Personal Information Provided by Others

Good Feet may obtain Personal Information from other third-party sources, including our customers and business partners, as well as publicly and commercially available sources. We may combine the information we receive from these third-party sources with information that we collect from you or automatically collected information from your device, as described above, in order to provide the Site and our services to you and other customers.

HOW WE USE YOUR PERSONAL INFORMATION

As described above, you may voluntarily provide Personal Information to us in several ways. PLEASE NOTE THAT YOU DO NOT HAVE TO PROVIDE US WITH YOUR PERSONAL INFORMATION TO BROWSE THE SITE, AND YOU ARE NEVER UNDER ANY OBLIGATION TO PROVIDE YOUR PERSONAL INFORMATION. However, if you do not provide your Personal Information, you may not be able to use certain features of the Site to interact with us. When you do provide us your Personal Information, you indicate to us your understanding that we will use that information to fulfill the purposes identified herein in accordance with the terms of this Privacy Statement and to store your information on our servers located in the United States. You understand that your Personal Information may be subject to the laws of the United States, and that it may be accessible to governments, tribunals, law enforcement and regulatory agencies in the United States.

Use of Personal Information and Automatically-Collected Information Generally

We also may use both Personal Information and Automatically-Collected Information to help diagnose problems with the Site, to analyze statistical use patterns and demographic data, and to improve our services. We may use your Personal Information and Automatically-Collected Information to customize and tailor your experience using the Site, displaying content we think you might be interested in and according to your preferences.

COLLECTION AND USE OF AUTOMATICALLY-COLLECTED INFORMATION

As described above, Good Feet uses commonly-used information-gathering tools, such as cookies, to collect Automatically-Collected Information as you navigate the Site. Good Feet also

uses Automatically-Collected Information to operate and improve the Site, including to analyze what Users are looking at most frequently so we can recognize and deliver more of the desired features and services. This section describes in further detail the types of Automatically-Collected Information Good Feet may collect and how Good Feet may use this Automatically-Collected Information.

Cookies

The Site uses “cookies” to make your interactions with the Site easy and meaningful. When you visit the Site, our servers send a cookie to your computer or device. The cookie is placed on your computer or device hard drive, and it assigns your computer or device a unique, random number that acts as a sort of anonymous ID. Standing alone, cookies do not personally identify you; rather, a cookie identifies the computer or device used to access the Site. A cookie cannot read data off of your hard drive. Unless you choose to identify yourself to us, such as by responding to a promotional offer or filling out a web form, you remain anonymous to Good Feet when browsing the Site; in other words, the cookie alone does not enable us to identify you personally.

Most browsers automatically accept cookies, but you can disable the acceptance of cookies at any time by changing the preferences in your browser. Most browsers also allow you to change the settings to require that the browser notify you when you receive a new cookie. Please refer to your browser for information on how to disable and control cookies. Information about managing cookies in commonly used browsers is available online from www.allaboutcookies.org. If you disable your web browser’s ability to accept cookies, you will be able to browse the Site, but you may not be able to successfully use certain features of the Site.

Third Party Analytics

We use third-party services, including Google Analytics, to track and analyze your Site activity, as well as to track websites you visit after using the Site. In order to gather this Automatically-Collected Information, we use a Google Analytics cookie on the Site. When you visit the Site, Google Analytics automatically collects information from you through the use of Google’s analytics IDs, and Google provides some of this information to us. An analytics ID is a specific string of numbers and letters (often called a “character string”) that is assigned to your computer or device but does not name you. The analytics ID allows Google to track usage data of the Site, such as date and time of visit, duration of visit, Site traffic patterns, “clickstreams,” other similar information about your use of the Site, the type of web browser used, the operating system/platform you are using, your IP address, the websites that referred or linked you to the Site, and your CPU speed. Google Analytics does not share the analytics ID assigned to your computer or device that you use to access and use the Site. Google Analytics provides information about the use of the Site to us in aggregate form (i.e., data about many Site users combined and not just about you). Some of this data might include the regional location of Site users, but again, this data will be in aggregate (and not individual) form. We rely on this aggregate data to inform us how users are using the Site and to help us improve the Site.

Social Media Widgets

Some pages of the Site include social media features, such as “buttons” or “widgets”. If you use these features they may collect which page you are visiting on the Site, and may set a cookie to

enable the feature to function properly. Social media features and widgets are either hosted by a third-party or hosted directly on the Site. See the *Social Media Features* section under the heading *How We Share the Personal Information We Collect*, below, for more details about your interactions with these features on our Sites.

HOW WE SHARE THE PERSONAL INFORMATION WE COLLECT

Good Feet may share your Personal Information in the manners described in this section. In addition, we may also share aggregated Automatically-Collected Information that has been de-identified or otherwise rendered anonymous without restriction.

Third-Party Service Providers

Good Feet may disclose, or allow access to, your Automatically Collected Information to third party service providers to perform certain services for us, including:

- To perform certain marketing activities on our behalf, such as through promotional e-mail campaigns, social media interactions, and other digital marketing technologies;
- To perform website analytics services, as described above in this Privacy Statement; and
- To provide other services relating to the operation of the Site (such as hosting, data storage, and security).

Good Feet does not sell Personal Information to any third parties. Rather, any disclosure of Personal Information to third party service providers is solely to enable the service provider to perform the requested services on our behalf. These third-party service providers are not authorized to use your information received from us in any way, including for their own marketing efforts, other than for the purpose of providing a service on our behalf, and are required to keep the information confidential.

Merger, Acquisition, or Sale

We may transfer any and all Personal Information and Automatically-Collected Information to a third party if Good Feet is involved in a merger, acquisition, reorganization, restructuring, or other sale or transfer of all or any portion of its assets or business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceedings in which information of Users is among the assets transferred. In this event, we will, if allowed, use reasonable efforts to notify you when your Personal Information and Automatically-Collected Information is transferred to any third party under this paragraph by posting such notice on the Site and/or by contacting you via the Personal Information you have provided us, if any. In the event of a transfer of Personal Information as described in this section, we will instruct the third party recipient that absent your permission to do otherwise it may only use your Personal Information covered by this Privacy Statement in accordance with this Privacy Statement, even after the transfer. However, following such transfer we cannot guarantee or enforce that any such third-party will abide by Good Feet's instruction, and any new information you provide after the transfer will likely be subject to a new policy, and you should review that policy.

Required by Law

Notwithstanding anything to the contrary in this Privacy Statement, Good Feet reserves the right to disclose your Personal Information and Automatically-Collected Information, without your

consent and without additional notice to you, if we reasonably believe we are required by law, rule, regulation, judicial proceeding, court order, subpoena, or similar legal process to do so; if we reasonably believe that disclosure is necessary to protect, establish, or exercise our rights or property, or to defend against legal claims; or if we reasonably believe that disclosure is necessary to protect our other Users or our employees, property, or business, or to take action regarding illegal activities or suspected fraud.

Social Media Features

As described above, we provide certain social media features on the Site. These features might require us to implement cookies, plug-ins, or application programming interfaces (APIs) provided by such social media platforms to facilitate the communications and features. When you provide us with information through these platforms, the information you provide is also collected and processed by the social media platform you are using, and any collection and processing thereby is performed subject to and in accordance with the privacy statements of such social media platforms, over which Good Feet has no responsibility or control. Please be aware that by choosing to use any third party social media platform or choosing to share content or communications with any social media platform, any Personal Information you provide in conjunction with such use may be collected and processed by the designated social media platform. We cannot control any policies or terms of such third party platforms. As a result, we cannot be responsible for any use of your information or content by a third party social media platform, which you disclose at your own discretion. We encourage you to review the privacy policies and practices of any social media platforms prior to use.

ACCESSING, CORRECTING AND UPDATING YOUR INFORMATION; YOUR RIGHTS REGARDING YOUR INFORMATION

Access, Review, and Modification of Information; Deleting Information

Site Users may access, update, change, or request we delete their Personal Information via the information provided in the “Contact Us” section below. Upon receipt of your request to delete or to change your Personal Information, we will use commercially-reasonable efforts to remove your existing Personal Information from our databases, but see the Section entitled “Retention and Storage” below regarding why we may retain some information. Please note that all features of the Site may not function properly if we remove any or all of your Personal Information.

Your Rights Regarding Your Personal Information

If you are based in certain jurisdictions, you may have certain rights in relation to the Personal Information we hold about you. These may include the right to request to:

- Access details related to the Personal Information Good Feet has collected about you, for example the categories of Personal Information collected, the sources of those categories, the business or commercial purposes for collecting Personal Information, any third parties with whom Personal Information is shared, and the specific pieces of Personal Information collected about you;
- Rectify any incorrect or incomplete Personal Information we hold about you
- Delete, restrict, or remove the Personal Information we hold about you

- Transfer the Personal Information we hold about you to another party; or
- Object to the sale of your Personal Information (please note that Good Feet does not currently sell Personal Information, nor has it sold any Personal Information in the preceding 12 months).

We will attempt to respond to your requests within one month and free of charge. Please note that with regard to all these rights, we reserve the right to:

- Verify your identity in order to process the request, or request further information for this purpose;
- Refuse your request based on the exemptions set out in any applicable data protection laws; and
- Charge you a reasonable administrative fee for any repetitive, manifestly unfounded, or excessive requests.

If we refuse your valid request to exercise any of these rights which you may have, we will state the reasons for our refusal and allow you to challenge our decision. If we have shared your Personal Information with others, we will inform them about your request where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Information so that you can contact them directly. If you wish to exercise any data protection rights that are available to you under your local data protection laws then please send your request via the “Contact Us” section provided below and we will act upon your request in accordance with applicable data protection laws.

SECURITY OF COLLECTED INFORMATION

Good Feet uses commercially-reasonable physical, electronic, and administrative security measures to assist in protecting against the loss, misuse, and unauthorized alteration of Personal Information that is under our control. Unfortunately, no data storage system, or system of transmitting data over the Internet or wireless network, can be guaranteed to be 100% secure, and no security system can prevent all security breaches. As a result, we do not and cannot guarantee the security of our servers or any Personal Information or Automatically-Collected Information provided to us in connection with your use of the Site or when you interact with us.

DO NOT TRACK

The Site does not track your online activities over time or across third-party web sites or online services, and so does not respond to browser “Do Not Track” signals. As described in this Privacy Statement, the Site may contain links to other sites or services not owned or operated by Good Feet. These websites may set cookies that obtain information about the fact that a web browser visited the Site from a certain IP address. Good Feet does not and cannot control whether such third-party sites collect any Personal Information from you if you navigate to these sites from the Site.

RETENTION, STORAGE AND REMOVAL

We may retain all Personal Information and Automatically-Collected Information in our databases for as long as necessary to perform the business purposes for which we've collected it, or until you ask us to remove your information from our databases, unless applicable laws require otherwise. When we have no ongoing legitimate business need to process your Personal Information, we will either delete or aggregate it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible. Note that even after you ask us to remove your information from our databases, it may be impossible to remove some information, such as information tracked in our web server log files and information that may reside in backup files. This residual information is retained to preserve the integrity of our backed-up files and for business continuity purposes. We may also retain Automatically-Collected Information even after you request that we remove your information from our databases, for use in the aggregate and to analyze and improve the Site.

Further, even after you request that we remove your information from our databases, we may retain Personal Information and Automatically-Collected Information to comply with any applicable law, rule, regulation, or guideline; to prevent fraudulent activity; to protect ourselves against liability; and to allow us to enforce our contractual or other rights and to pursue available remedies and limit any damages we may sustain.

LINKS TO OTHER WEBSITES AND SERVICES

This Privacy Statement applies only to Personal Information and Automatically-Collected Information collected through the Site or that you otherwise provide to Good Feet. The Site may contain links to other websites that are not owned or controlled by us ("Linked Sites"). We are not responsible or liable for and have not reviewed the privacy practices of the Linked Sites, or the owners or operators of the Linked Sites. The owners and operators of the Linked Sites may have their own policies regarding privacy and security. We advise you to review any Linked Sites for their own privacy practices to determine what information about you may be collected and used when you use such Linked Sites. Good Feet makes efforts to work with third parties who share our privacy commitment and practices.

CONTACT US

For questions regarding this Privacy Statement or the information practices pertaining to the Site please contact us via the following:

16505 SW 72nd Ave, Portland, OR 97224

privacypolicy@goodfeetnw.com

503-431-2420