



Website Privacy Policy

This Privacy Policy ("Privacy Policy") describes what information we collect from our Site's visitors, how we use that information, how we protect and secure it, and what choices our visitors have regarding how their information is used. For purposes of this Agreement, the terms "we," "us," and "our" refer to Hoveround Corporation. "You" refers to you, as a user of the Site. "Site" refers to www.hoveround.com and all webpages contained within the [hoveround.com](http://www.hoveround.com) domain. By using this Site in any way, you signify your agreement to this Privacy Policy and consent to our collection and use of your personal information as described in this Privacy Policy. If you do not agree with our policies and practices, your choice is to not use our Website.

Information We Collect

Visitors can access and browse the Site without disclosing most personally identifiable information. We use automatic data collection technologies as you navigate through our site. We also use the following third-party vendors in order to serve targeted advertising, and for measurement and analytics purposes: Google Ads, Microsoft Ads, Criteo, NextRoll, Facebook.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of our the Website and our e-mail may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, tracking pixels or single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics.

Common data that can be acquire by a web beacon includes:

- IP Address (used for location and Internet Service Provider (ISP) information)
- The time and date of access
- Browser (Chrome, Edge, Firefox, etc.)
- Device types (mobile, desktop, tablet)
- Operating system (Windows, IOS, Android, etc.)
- Screen size
- Referrer (where your visit originated from (sometimes known as the "referring URL"))

If the pixel server has other user data collected by other means such as Facebook, the tracking pixel could identify that visitor and match any additional data they may have about the visitor to the rest of their data profile.

The information we collect automatically is only statistical data and does not include personal

information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service.

We also collect information that you voluntarily provide to us if you fill out our online forms such as your name, whether or not you have Medicare or other insurance, whether you are having mobility difficulty, your telephone number, email address, and street address. Most of the Site does not require any form of registration, allowing you to visit the Site without telling us who you are or giving us any information.

How We Use Information

By providing your personal information on one of our web forms and clicking "Continue," "Learn More" or "Get Started," you acknowledge and agree that a mobility specialist from Hoveround may contact you using your personal information to set up and conduct a free mobility consultation or to discuss one of our other products or services. Further, by providing this information to us, you agree to receive brochures, calls, emails, and other forms of communications from us. By providing your payment card information, you authorize us to use it for purchases you make. And by accessing the site, you also agree that we may use the data we collect for purposes of serving you advertisements for other Hoveround products when you visit other sites.

Additionally, we may disclose information we collect to a successor entity in connection with a corporate merger, consolidation, sale of assets or other corporate change respecting the Site. If our information practices change at some time in the future, we will post the policy changes to our Site to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check the Site periodically.

How We Protect Information

While there is no practical way to absolutely assure the security of information you supply us, we take steps we believe are reasonably designed to protect your information from unauthorized access. We have security measures in place at our physical facilities that we believe are adequate to protect against the loss, misuse, or alteration of information that we have collected from you at our Site. We also have technological security measures in place, including encryption, firewalls, and other security software. Additionally, we limit access to the personal information we store to only those employees with a specific business need, and only after they received the required authorizations. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of such firewalls and secure server software. By using our site, you acknowledge that you understand and agree to assume these risks.

Sharing of Information

We do not sell the information you share with us. We share your information only with vendors who are performing services for Hoveround on behalf of Hoveround. For example, when you provide your information online and click "Get Started" to submit it for a follow up call, we provide that information to our vendor to verify that the information you provided is not false. That vendor does not store the information, but merely passes back to us only those contacts that it verifies as real. We do not share the information you provide to us on the Site with any other third parties. We do not partner with or have special relationships with any ad server companies. We may release information we have collected when legally required to do so, at the request of governmental authorities conducting an investigation, to verify or enforce compliance with the policies governing our Site and applicable laws or to protect against misuse or unauthorized use of our Site.

Your Rights & Correcting Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Collection and Use of Personal Information.** The California Consumer Privacy (CCPA, as amended) provides consumers with more control over how the personal information that businesses collect about them may be used. Businesses that do business in California have several responsibilities, including the requirement to respond to consumer requests concerning how their personal information is used. Under the CCPA, businesses must also provide consumers with notices explaining their privacy practices. Please see our California Notice at Collection section below for details about these rights and responsibilities.
- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly. You can decline to have personal data collected via third party tracking technologies by navigating to the settings feature in your browser and declining all third party cookies or declining third party cookies from specific sites, or, for mobile, limiting ad tracking or resetting the advertiser identifier via the privacy settings on your mobile device.

Promotional or Marketing Material. If you would like to opt-out of receiving promotional or marketing material from us in the future, you can unsubscribe from communications you no longer wish to receive from us. We provide an unsubscribe link in all of our email communications. In addition, you may opt out of future communications at any time by emailing info@hoveround.com and including the email address you wish to be removed. You may change this information at any time and as often as necessary. Your decision to opt-out shall not preclude us from communicating with you regarding your existing or past relationship with us. If you feel that this Site is not following the information stated in this Privacy Policy, please contact Hoveround's Compliance Office by sending an email to compliance@hoveround.com.

- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can use the following third-party tool to decline the collection and use of information for the purpose of serving you interest-based advertising:
 - [Web Choices Consumer Choice Tool](#)

California Notice at Collection. California law requires that we provide you with the ability to learn what information we have collected about you, what we do with that information, to correct any inaccurate information, to limit our ability to use or disclose that information, to direct us to not sell or share your personal information, or to delete all your personal data if you desire. To see a list of the categories of information we collect and how we use that information please refer to the [Information We Collect](#) and [How We Use Information](#) sections of our Website Privacy Policy.

- **Right to Know.** You can request that we provide you with the specific personal information we have collected about you, the sources of that personal information, and the purposes for which we use that information. Hoveround never sells or discloses your personal information to third parties. You are entitled to make a request to know up to twice a year at no cost.
- **Right to Delete.** You can request that we delete any personal information that we have collected from you, subject to certain exceptions pertaining to any information we may be

legally required to keep.

- **Right to Opt-Out of Sale or Sharing.** Hoveround does not sell your information. You may opt-out of information sharing for the purpose of serving advertisements for Hoveround products when you visit other sites, use the [Web Choices Consumer Choice Tool](#).
- **Right to Correct.** You may ask us to correct any inaccurate information that we have about you.
- **Right to Limit Use and Disclosure of Sensitive Personal Information.** You can request that we only use your sensitive personal information such as your social security number, account information or geolocation for limited purposes, such as providing you with the services you requested.

To request a copy of your personal data, provide corrections to your personal data, request that we limit the use of your personal information or request that we delete any personal data of yours that we have stored, please send an email to compliance@hoveround.com or call 941-567-1046 and provide us with your request.

Links to Other Sites

This Privacy Policy applies only to www.hoveround.com and not to any third party websites. We may provide links to other websites that we believe may be of interest to our Site users. Though we strive to ensure that such websites are of the highest standard, Hoveround cannot guarantee the standards of every website it provides a link to or be responsible for the content, information, goods or services available through such third party sites.

Changes to This Privacy Policy

We reserve the right to change this Privacy Policy, along with related procedures, at any time. We will post changes to this Privacy Policy on the Site in a timely manner. Please check back periodically, especially before you provide any personal information. If you have any questions regarding this Privacy Policy or the practices of our Site, please contact Hoveround's Compliance Office by sending an email to compliance@hoveround.com.