

PRIVACY POLICY

Effective January 1, 2015

This Privacy Policy is specific to Advanced Tactical Firearms International Corp., and its affiliates and subsidiaries ("we," "us" or "our") located in the United States. As part of our Terms of Use, this Privacy Policy governs your visit to this website and any other website owned and operated by us (the "Sites"). Review our Privacy Policy from time to time as we may update or change this Privacy Policy at any time for any reason without notice to you. By using this Site, you indicate your assent to all of the terms of this Privacy Policy and the Terms and Conditions of Use. If you do not agree with any term of this Privacy Policy, do not use this Site or submit any Personal Information.

Information We Collect

Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our Site. To accomplish this goal, we may collect two types of information about our users: Personally Identifiable Information and Non-Personally Identifiable Information.

We do not collect Personal Information unless you voluntarily provide it to us. Personally Identifiable Information: This refers to information that lets us know the specifics of who you are. When you engage in certain activities on this site, such as registering for a membership, ordering a product or service, submitting content and/or posting content in discussion forums or other public areas, entering a contest or sweepstakes, filling out a survey, or sending us feedback, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip code), e-mail address, employer, job title and department, telephone and facsimile numbers, and other personal identifying information. When ordering products or services on the site, you may be asked to provide a credit card number. Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

We will primarily use your Personally Identifiable Information to provide our services to you, as required by our agreements with you. We will also use Personally Identifiable Information to enhance the operation of our site, fill orders, improve our marketing and promotional efforts, statistically analyze site use, improve our product and service offerings, and customize our site's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including our Site Terms of Use, Sales Terms and Conditions, and this Private Policy. We reserve the right to transfer any information, including Personal Information, in the event all, or a portion, of the

business or assets are sold or transferred, including in connection with a sale, merger, consolidation, change in control, transfer of assets, reorganization or liquidation of our business.

Non-Personally Identifiable Information: This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our site in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the Web site's Uniform Resource Locator ("URL") that you just came from, which URL you go to next, what browser you are using, and your Internet Protocol ("IP") address. An URL is the global address of documents and other resources on the World Wide Web. An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol ("TCP/IP") network, such as the World Wide Web. Networks like the Web use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the web, allowing web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

Non-Personally Identifiable is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers, software, to administer our site and to gather demographic information. Our third party ad servers will also provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon at our site.

Cookies and Other Software

When you use our site we will store cookies on your computer in order to facilitate and customize your use of our site. A cookie is a small data text file, which a Web site stores on your computer's hard drive (if your Web browser permits) that can later be retrieved to identify you to us. Our cookies store randomly assigned user identification numbers, the country where you are located, and your first name to welcome you back to our site. The cookies make your use of the site easier, make the site run more smoothly and help us to maintain a secure site. You are always free to decline our cookies if your browser permits, but some parts of our site may not work properly in that case.

We may use an outside ad serving company to display banner advertisements on our site. As part of their service, they will place a separate cookie on your computer. We will not provide any third-party ad server with any of your Personally Identifiable Information or information about your purchases. We and our third party ad server will collect and use Non-Personally Identifiable Information about you, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server and whether you responded to a particular ad. Other advertisers may also place banner ads on our site in the same manner as above, but we will not disclose any Personally Identifiable Information to them.

What We Share With Others

We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with affiliates, services providers, partners and other third parties. We and our service partners use your Personally Identifiable Information to operate our sites and to deliver their services. For example, we must release your credit card information to the card-issuing bank to confirm payment for products and services purchased on this site; release your address information to the delivery service to deliver products that you ordered; and provide order information to third parties that help us provide customer service.

We will encourage our service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. We will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

We may also provide Non-Personally Identifiable Information about our customers' sales, traffic patterns, and related site information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

Protecting Your Privacy

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place physical, electronic, and managerial procedures to safeguard the information we collect online. All of our websites that collect information will process and store that information in databases located in the United States.

In order to most efficiently serve you, credit card transactions and order fulfillment are handled by established third party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

Third-Party Sites

Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through our site have their own privacy policies and data collection, use and disclosure practices. Please consult each site's privacy policy. We are not responsible for the policies or practices of third parties. Additionally, other companies which place advertising on our site may collect information about you when you view or click on their advertising through the use of cookies. We cannot control this collection of information. You should contact these advertisers directly if you have any questions about their use of the information that they collect.

Children's Privacy

The Sites are not intended for children under the age of 18. We do not knowingly solicit or collect Personal Information from children under 18. If you are under the age of 18, please do not submit your e-mail address or any other personal information to us through the Sites.

Updating Information

You can help us maintain the accuracy of your information by notifying us of any changes to your address, phone number or e-mail address. If you have previously given your personal information to us and no longer want to be contacted via e-mail, please contact us. If at any time you wish to stop receiving an electronic newsletter you can unsubscribe as explained in the newsletter.

If you have previously given your personal information to us through our online magazine and no longer want to be contacted via e-mail, please unsubscribe using the link at the bottom of the e-mail.

If you need assistance in updating your information, please contact us. To aid our processing of your request, please include your contact information, the name of the service to which you register or to which you need the changes applied, and the details of the change (e.g., update email address, unsubscribe from a newsletter).

Your California Privacy Rights

Pursuant to Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business shares with third parties for direct marketing purposes by such third party and the identities of the third parties with whom the business has shared such information in the immediately preceding calendar year. To access this information, write to:

Advanced Tactical Firearms International Corp.

150 North Smart Way
Pahrump, NV 89060

Transfer of Data To the United States

The Sites primarily target users residing in the United States and are governed by and operated in accordance with the laws of the United States. We make no representation that the Sites are operated in accordance with the laws or regulations of, or governed by, any other nation. By accessing and using the Sites, you certify that you meet the age and other eligibility requirements for each Site as set forth in our Terms of Use. If you are located outside of the United States, please be advised that any information you provide to us will be transferred to the United States and that by submitting information, you explicitly authorize its transfer.

Uploading content

You are solely responsible for the personally identifiable information and other content you post on or through our Sites. You understand that personal and other information (e.g., user name, e-mail address, phone number) that you post on or through public areas of our Sites, e.g., chats, blog comments are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. Users of our Sites are encouraged to exercise caution when posting online personally identifiable information about themselves. You warrant that you have permission to upload any third-party information and you agree to indemnify, defend and hold harmless us, our affiliates, subsidiaries and agents from and against any claim, liability, cost and expense arising in connection with your provision of that information.

Questions

We welcome comments and questions on this policy. We are dedicated to protecting your personal information, and will make reasonable efforts to keep that information secure. We may occasionally update this policy. All revisions will be posted to this site and will become effective on the date that the modified policy is posted on our site.

If you have any questions or concerns regarding this policy, please notify us at:

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150 North Smart Way
Pahrump, NV 89060