

## Privacy Policy

***Roush is committed to maintaining your confidence and trust, and accordingly maintains the following privacy policy to protect personal information you provide online. For purposes of this privacy policy the term "Roush" and "we" shall mean ROUSH ENTERPRISES, INC. and its subsidiaries and affiliates, and the respective subsidiaries and affiliated companies of each.***

### **Data Gathering**

Roush will not sell or distribute information about you to anyone outside of Roush. That said, there are a few areas on our website where the collection of personal information is necessary. For example, we may need to contact you to respond to a question or information request you send to us. In addition, we track information about the number of visits to our website. For example, we compile statistics that show the daily number of visitors to our websites, the daily requests we receive for particular files on our websites, and what countries those requests come from. These aggregated statistics are used internally to improve the services we provide our customers, but these statistics contain no personal information and cannot be used to gather such information.

### **Cookies**

Please remember, you are providing us with your information is different from "cookies". Cookies are pieces of information that a web site sends to your computer while you are viewing the Website. These pieces of information allow the web site to remember important information that will make your use of that site more useful.

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 browser (like Netscape Navigator or Microsoft Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. Keep in mind that if you turn cookies off, some of our services may not function properly and your Internet experience may not be as efficient.

### **Disclosure On Google Analytics and Advertising**

Roush uses Google Analytics to track web activity on the roush.com web site. Furthermore, Roush, using Google's integration capability, has elected to tie data between these two offerings. As a result, you may see Roush ads across the Google Display Network (on sites other than roush.com). The features of the Google Display Network that Roush uses includes the following: Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration, and Google Analytics and Interest Reporting.

However, at any time, you can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads within your Google Account Ad settings: <https://www.google.com/settings/ads>

Roush uses Google Analytics and Remarketing to advertise online. Consequently, as stated above, third-party vendors, including Google, may show ads targeted to you across sites on the Internet. In order to facilitate this, Roush and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on a person's past visits to your website.

Regarding reporting, Roush and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) together to report how your ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits to the Roush.com web site.

Roush also makes use of data from Google's Interest-based advertising and 3rd-party data including but not necessarily limited to age, gender, and interests with Google Analytics.