Privacy Policy

Updated: October 7, 2020

Southern Outdoor Sports Inc wants you to have a positive experience at the websites operated by this business. We respect the privacy and security of our users. Our goal is to provide you with an experience that delivers the information, resources, and services that are helpful to you. In order to achieve this goal, we may collect information from you. We discuss our information collection practices below. This Privacy Policy sets forth the privacy practices in effect at Southern Outdoor Sports Inc. If you do not agree to these terms, do not access this web site.

This privacy policy ("Policy") explains how your personal information is collected, used, and disclosed by Southern Outdoor Sports Inc and its subsidiaries and affiliated companies. Unless we otherwise indicate, this Policy applies to all personal information collected by Southern Outdoor Sports Inc from any source, including information collected through our online services and activities, including this Website and our mobile applications (collectively, "Sites"), and at retail locations. This Policy will not apply where we display or link to a different privacy policy.

**PERSONAL INFORMATION COLLECTED**  
We collect information from you in various ways. We collect personal information you directly provide to us through our Sites, in our stores and through your other interactions with us. For example, we may collect your name, email address, postal address, phone number, fax number, photographs, videos, demographics and other information you provide or allow us to collect from you. We also collect credit card numbers if you purchase our products and services. We may also obtain information from other sources and combine that with information we collect from you.

When you visit our Sites, some information is automatically collected. For example, we may collect your computer's operating system, Internet Protocol (IP) address, access times, browser type and language, and referring Web site addresses. If you access our Sites from a mobile device, we may also collect information about the type of mobile device you use, your device's unique ID, the type of mobile Internet browsers you use and information about the location of your device (for information about how to opt-out of location information collection, please see "Your Information Choices and Changes" below). We also collect information about your usage of and activity on our Sites.

**Cookies**. We may automatically collect information using "cookies." Cookies are small data files stored on your hard drive by a Web site. Among other things, cookies help us improve our Sites and your experience. We use cookies to see which areas and features are popular and to count visits to our Sites. Many Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies from our Sites. If you set your browser not to accept cookies or if you reject a cookie, it may affect certain features or services of our Sites.

**Web Beacons.** We may collect information using Web beacons. Web beacons, or "gifs," are electronic images that may be used on our Sites or in our emails. We use Web beacons to deliver cookies, count visits, understand usage and campaign effectiveness and to tell if an email has been opened and acted upon. If you do not wish for us to track emails we send you, some email services may allow you to adjust your display to turn off HTML or images which may disable tracking, or you may unsubscribe from our marketing emails as described below.

While we and others give you choices described in this Policy, there are many ways Web browser signals and other similar mechanisms can indicate your choice to disable tracking, and we may not be aware of or honor every mechanism.

**THIRD PARTY COOKIES AND ADS**  
Third parties may also collect information about you through our Sites. For example, third party analytics services use cookies and web beacons to help us compile statistics about our Sites and visitors to our Sites. We receive assurances from those third party analytics services that they will not collect or access any information that directly identifies you on our Sites. Other third parties may also collect information about your online activities over time and across different websites when you visit our Site, for example, to display Southern Outdoor Sports Inc ads to you on third party websites and to deliver third party ads to our Sites and others as described below.

Southern Outdoor Sports Inc Ads on Third Party Websites  
We and others may use information collected using third-party cookies and web beacons on our Sites and in our emails to deliver Southern Outdoor Sports Inc-branded advertising displayed to you on third-party websites. We and others also may use cookie information to know when you return to our website after visiting these third-party websites. We and others use this and other information about you to try to understand your interests and show you relevant advertising about products and services that may interest you.

We may also use third parties to serve ads on our Sites. Certain third parties may automatically collect information about your visits to this and other Web sites, your IP address, your ISP, the browser you use to visit our Sites. They do this using cookies, clear gifs or other technologies. Information collected may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visitation of our Sites and the other sites tracked by these third parties. This policy does not apply to, and we are not responsible for, cookies or clear gifs in third party ads, and we encourage you to check the privacy policies of advertisers and/or ad services to learn about their use of cookies and other technology.

**SECURITY OF YOUR PERSONAL INFORMATION**  
Southern Outdoor Sports Inc takes reasonable measures to protect your personal information in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration, and destruction.

**Links To Other Sites**

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

**Firearms Shipping**

Firearms can only be shipped to Federal Firearms License Dealers that have been registered with the Bureau of Alcohol, Tobacco, Firearms, and Explosives.

**Changes To This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.