

## **Sweepstakes Privacy Policy**

### **What information do we collect?**

This website collects your name, phone number, email address, and mailing address when you enter the sweepstakes. We may also ask questions to determine what products we sell that would meet your needs or what communications would interest you.

We occasionally run sweepstakes on our website, and these events may require you to enter an email address that we can use to contact the winner or send special offers.

### **How is this information used?**

Your email address is only used to send you newsletters or other information from Boone Tractor when you opt-in. Your mailing address is only used to send you direct mail with discounts or information when you opt-in or in the event you are declared a winner to ship you prizes at the discretion of Boone Tractor. We do not share this information with any other party and intend only to use it to communicate with you. Email addresses collected via sweepstakes are used to create a mailing list that we use to send special offers to our customers. You may opt-out of this by not checking the appropriate box when filling out the sweepstakes form. If you do not opt-out, you may receive emails about sales or special offers no more than once per week. You can also opt-out of these emails within the footer of each email. We also use this email address to contact the winner of the sweepstakes.

Your phone number is kept along with your name so that we may contact you in the event that you are declared a winner or you opt-in to receiving other information only from Boone Tractor. Also, should you contact Boone Tractor we may use your phone number to contact you in a reply.

### **Is this information sold or shared?**

No, the information we collect is only used by Boone Tractor.

### **How is this information secured?**

The personal information we collect is secured behind SSL encryption and firewall technology where it is inaccessible to unauthorized parties.