

COLORADO TACTICS LLC

ONLINE PRIVACY POLICY AGREEMENT

Effective Date: June 14, 2026 | Version 3.0

Colorado Tactics LLC ("Colorado Tactics," "we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy ("Policy") explains how we collect, use, disclose, and safeguard information when you visit our website at www.coloradotactics.com (the "Site"), contact us, or use any of our training services.

By using the Site or our services, you consent to the practices described in this Policy. If you do not agree with the terms of this Policy, please do not access or use the Site.

We reserve the right to modify this Policy at any time. We will notify you of material changes by posting an updated Policy on the Site with a revised effective date. Your continued use of the Site after any modification constitutes your acceptance of the updated Policy.

1. INFORMATION WE COLLECT

1.1 Information You Provide Directly

We collect personal information that you voluntarily provide when you:

- Complete a contact or registration form on the Site
- Register for a class, course, or event
- Purchase products or services from us
- Subscribe to our newsletter or email communications
- Provide your phone number for SMS/text message communications
- Contact us by phone, email, or other means
- Respond to surveys or promotional offers

This information may include your name, mailing address, email address, telephone number, billing and payment information, and any other information you choose to provide.

1.2 Information Collected Automatically

When you visit the Site, we may automatically collect certain technical information, including:

- IP address and approximate geographic location
- Browser type, version, and operating system
- Pages viewed, links clicked, and time spent on each page
- Referring URLs and exit pages
- Device identifiers and mobile network information

This information is collected through cookies, web beacons, pixel tags, and similar tracking technologies. See Section 8 (Cookies and Tracking Technologies) for more detail.

1.3 Information from Third Parties

We may receive information about you from third-party sources such as social media platforms (Facebook, Instagram, LinkedIn, X/Twitter), analytics providers, and payment processors. Such information is subject to the privacy policies of those third parties.

2. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- To provide, operate, and improve our training programs, website, and services
- To process payments and fulfill orders or course registrations
- To communicate with you about your account, inquiries, or training sessions
- To send you informational or promotional emails and SMS messages when you have provided consent
- To send administrative or transactional SMS messages related to your class registration, appointment reminders, or account updates
- To respond to your requests, questions, and feedback
- To conduct market research, surveys, and analysis to improve our offerings
- To personalize your experience on the Site
- To comply with applicable laws, regulations, and legal obligations
- To protect the security and integrity of our Site and services
- To enforce our Terms of Service and other policies

We retain your personal information only for as long as necessary to fulfill the purposes described in this Policy, or as required by law.

3. SMS / TEXT MESSAGE COMMUNICATIONS

Colorado Tactics LLC may use SMS (text messaging) to communicate directly with clients and prospective clients. By providing your phone number to Colorado Tactics, you agree and acknowledge that Colorado Tactics may send text messages to your wireless phone number for purposes including appointment confirmations, class reminders, scheduling updates, and direct support communications.

Message and data rates may apply. Message frequency will vary. You may opt out at any time by replying STOP to any text message you receive from us. For assistance, reply HELP or contact us at info@coloradotactics.com. For more information on how your data is handled, please visit our Privacy Policy at [coloradotactics.com](https://coloradotactics.com/privacy-policy).

No Sharing of SMS Data: No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories of personal data described in this Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Colorado Tactics does not engage in unsolicited mass marketing SMS campaigns. Our SMS communications are limited to clients and individuals who have expressly opted in.

4. DISCLOSURE OF YOUR INFORMATION

Colorado Tactics does not sell, rent, or lease your personal information to third parties. We may share your information only in the following limited circumstances:

4.1 Service Providers

We may share information with trusted third-party vendors who assist us in operating our website, processing payments, conducting training, or performing other business functions. These vendors are contractually bound to use your information only as directed by us and to maintain appropriate security measures.

4.2 Legal Requirements

We may disclose your information when required by law, court order, subpoena, or other governmental authority, or when we believe in good faith that disclosure is necessary to: (a) comply with legal obligations; (b) protect the rights, property, or safety of Colorado Tactics, our customers, or others; or (c) detect, prevent, or address fraud or security issues.

4.3 Business Transfers

In the event of a merger, acquisition, reorganization, or sale of all or substantially all of our assets, your information may be transferred as part of that transaction. We will provide notice of such a transfer via the Site or by email.

4.4 Aggregate or De-Identified Data

We may share aggregate, anonymized, or de-identified data that cannot reasonably be used to identify you with third parties for research, analytics, or marketing purposes.

5. CALIFORNIA CONSUMER PRIVACY RIGHTS (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), provides you with specific rights regarding your personal information:

- **Right to Know:** You have the right to request disclosure of the categories and specific pieces of personal information we have collected about you, the sources, our business or commercial purposes for collecting it, and the categories of third parties with whom we share it.
- **Right to Delete:** You have the right to request deletion of personal information we have collected from you, subject to certain exceptions.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information we maintain about you.
- **Right to Opt-Out of Sale or Sharing:** We do not sell or share personal information for cross-context behavioral advertising purposes. You may still submit an opt-out request at info@coloradotactics.com.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your CCPA/CPRA rights.

To exercise any of the above rights, please contact us at info@coloradotactics.com or (720) 464-7468. We will respond to verified requests within 45 days as required by law.

6. NOTICE TO EUROPEAN ECONOMIC AREA (EEA) AND UK DATA SUBJECTS

Colorado Tactics is based in the United States. If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, your personal information may be transferred to and processed in the United States. Such transfers are made in reliance on the EU-U.S. Data Privacy Framework, the UK Extension thereto, and/or standard contractual clauses approved by the European Commission, as applicable.

Under the General Data Protection Regulation (GDPR) and applicable UK data protection law, individuals in the EEA and UK have rights including: the right to access, rectify, erase, restrict, or object to the processing of their personal data, and the right to data portability. To exercise these rights, contact us at info@coloradotactics.com.

Our legal bases for processing personal data of EEA/UK residents include: (a) your consent; (b) performance of a contract with you; (c) compliance with a legal obligation; and (d) our legitimate interests, provided they are not overridden by your fundamental rights.

7. CHILDREN'S PRIVACY (COPPA)

The Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently collected personal information from a child under 13 without parental consent, we will take immediate steps to delete such information. If you believe we have collected information from a child under 13, please contact us at info@coloradotactics.com.

Visitors under the age of 18 must have parent or guardian permission to use this website and participate in our programs.

8. COOKIES AND TRACKING TECHNOLOGIES

We use cookies, web beacons, and similar technologies to enhance your experience on our Site and to analyze traffic and usage patterns.

- **Essential Cookies:** Required for the Site to function properly. These cannot be disabled.
- **Analytics Cookies:** Help us understand how visitors use the Site (e.g., Google Analytics). You may opt out of analytics tracking by adjusting your browser settings or using Google's opt-out tool at tools.google.com/dlpage/gaoptout.
- **Marketing Cookies:** Used to deliver relevant advertisements. We use third-party social media features including Facebook, Instagram, LinkedIn, and X (Twitter), which may set their own cookies.

You may control cookies through your browser settings. Disabling certain cookies may affect the functionality of the Site. For more information about cookies and how to manage them, visit www.allaboutcookies.org.

9. DATA SECURITY

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, and destruction. Our Site uses Secure Socket Layer (SSL)/TLS encryption for the transmission of sensitive information.

Access to personal information is limited to employees and contractors who need it to perform their job functions. Despite our security measures, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security.

9.1 Data Breach Notification

In the event of a data breach that is reasonably likely to result in harm to affected individuals, we will notify you as required by applicable law. Notification will be provided via email to the address associated with your account and/or via a prominent notice on the Site.

10. YOUR CHOICES: UNSUBSCRIBE AND OPT-OUT

You may opt out of receiving marketing email communications at any time by:

- Clicking the "unsubscribe" link at the bottom of any marketing email we send
- Emailing us at unsubscribe@coloradotactics.com

To opt out of SMS text messages, reply STOP to any text message you receive from us. We will honor your opt-out request promptly. Note that you may still receive non-marketing transactional or administrative text messages or emails.

Please note that opting out of marketing communications does not affect our use of your information for other purposes described in this Policy.

11. LINKS TO THIRD-PARTY WEBSITES

Our Site may contain links to third-party websites, including social media platforms and affiliate sites. This Policy does not govern the privacy practices of those third parties. We encourage you to review the privacy policies of any third-party sites you visit. Colorado Tactics is not responsible for the content, privacy practices, or security of third-party websites.

12. NON-MARKETING COMMUNICATIONS

Regardless of your marketing preferences, we reserve the right to contact you for non-marketing purposes, such as to address security issues, account concerns, service changes, or legal notices. These communications are necessary for the operation of our services and cannot be opted out of while you maintain an account or active relationship with us.

13. CHANGES TO THIS POLICY

We reserve the right to update or modify this Policy at any time. We will post the updated Policy on this page with a new effective date. If we make material changes, we will notify you by email (at the address on file) and/or by posting a notice on our Site. Your continued use of the Site after any changes constitutes acceptance of the updated Policy.

14. HOW TO CONTACT US

If you have questions or concerns regarding this Privacy Policy, wish to exercise your privacy rights, or need to report a concern, please contact us:

Colorado Tactics LLC

Attn: Privacy Officer

Parker, Colorado 80134

Email: info@coloradotactics.com

Phone: (720) 464-7468 / Toll-Free: 1-877-468-6207

Website: www.coloradotactics.com

Hours: Monday–Saturday, 9:00 AM–5:00 PM MT

15. ACCEPTANCE OF THIS POLICY

By using this website or our services, you signify your acceptance of this Privacy Policy. If you do not agree to this Policy, please do not use our Site or services. Continued use of the Site following the posting of changes to this Policy constitutes your acceptance of those changes.

Colorado Tactics LLC • Parker, Colorado 80134 • www.coloradotactics.com

This document was prepared for informational and compliance purposes. Consult qualified legal counsel before relying on this Policy for legal compliance.