

# Tracksmith Privacy Policy

Effective date: March 26th, 2026

For a printable version of this Privacy Policy, please [click here](#).

Tracksmith Corporation (“Tracksmith”, “we”, “us”, “our”) is committed to protecting and respecting your privacy. We are a corporation established in Delaware, United States of America and for the purposes of the General Data Protection Regulations (the “GDPR”), we are the data controller.

Tracksmith collects important data from and about you in an effort to enhance and personalize your shopping experience. This data allows us to communicate with our customers about our products, services and marketing. This privacy policy (the “Privacy Policy”) sets out the basis on which we will process any personal information or personal data (hereafter, “personal data”), we collect about you or that you provide to us (1) in connection with your use of our website (www.tracksmith.com, or the “Site”), or (2) when you interact with us “offline,” like at our pop-up events. “Personal data” includes any information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

This Privacy Policy does not cover our collection of employee data, business information, or other forms of collection. This Privacy Policy also does not cover any specific contracts or relationships that may be governed by further privacy agreements. If you are engaging with us on behalf of an organization, your employer, or are otherwise providing the personal data of others, by engaging with us, you acknowledge and agree that you have the consent of the organization, your employer, or other individual to provide that personal data to Tracksmith. Please note that the organization (e.g., your employer or another entity or person) that entered into the contract or relationship with us controls the content submitted through the Site and any associated personal data.

Phrases such as “you,” “your” and other similar expressions refer to our customers, or the specific users of this Site. Please read this Privacy Policy carefully so that you understand your rights in relation to your personal data and how we will collect, use and process your personal data. By visiting and using the Site, you accept the practices described in this Privacy Policy. If you do not agree with this Privacy Policy or any part of it, you should not access the Site or otherwise provide your personal data to us.

## The Personal Data We Collect

### Personal data you give to us

When you interact with us, you may choose to provide certain categories of personal data, including:

- **Identifiers**, such as contact data, when you submit an inquiry through the Site, sign up for our mailing lists or other alerts, or otherwise contact us, we may receive your basic contact information, such as your name, email address, and phone number. We will also receive any other personal data you choose to include in your message.
- **Commercial data**, when you place an order or initiate a return, we will collect your name, purchase history, shipping and billing address, payment information, and any other details necessary to complete your order or fulfill your return.
- **Content of communications**, which may include the content of your phone calls, texts, and any personal data you send to us via email or chat, enter into a webform, or provide when you sign up for a newsletter, membership, or event. This also includes data about your communications preferences, such as data that you provide to us as part of interacting with the Site, your contact preferences (including preferred language and the frequency), and type and format of the alerts you sign up to receive.
- **Audiovisual content**, such as photos, videos, or similar content when you choose to share that personal data with us, such as via event participation or interactions with our social media pages, or via recordings of customer support calls when you contact us.
- **Account, membership, or event data** when you register you for an account, Hare A.C. membership, or Tracksmith event, we may collect your name, email address, password and other account credentials, and other details necessary to complete your registration.
- **Demographic data**, such as your gender, based on your purchase history.
- **Financial data** when you make a purchase via the Site, become a member, or register for an event.
- **Other personal data collected “offline”**, such as if you interact with us “offline” – for example, by attending one of our run clubs or pop-ups – we may collect any additional personal data you provide to us during these functions, including any photos of you or your run times.
- **Sensitive personal data**, such as your login and password information when you create an account or become a member.
- **Inferences from other personal data**. We may use any of the categories of personal data to create inferences about you, such as product interests, hobbies, preferences, other characteristics, and whatever other details that might enable us to improve your shopping experience.

### **Personal data we collect automatically**

When you visit our Site, we will automatically collect certain personal data sent to us by your computer, mobile phone or other access device. This personal data includes:

- **Location data**, such as your IP address.
- **Device and other Electronic Data**, such as your login data; device ID; browser type and version; time zone setting and location; browser plug-in types and versions; operating system name and operating system, mobile network information and standard web information such as your browser type and the pages you access on our Site.

### **Personal data we receive from third parties**

Depending on whether or not you choose to connect with us on other platforms, we may also receive personal data from third parties, such as:

- **Social media data** through our social media platforms. If you join one of our social media platforms, such as our Strava club, we may receive personal data you choose to share with us through those platforms (e.g. run distance and other statistics, profile information, event RSVPs, etc.).
- **Device and other Electronic Data** when we use third parties' tools or services to improve our ability to identify visitors to our website. As part of this service, we may make available identifiers to these third parties including our visitors' IP addresses, cookies, and hashed versions of email addresses captured from your visit. We, and third parties, use this data to obtain more information about our visitors and reach out to them through other channels, such as email and/or direct mail. You have the right to opt-out of this activity. To opt-out, please follow the instructions available here.

### **Additional Personal Data Collected from Job Applicants**

In addition to any of the categories of personal data outlined above, we may collect the following additional personal data if you apply for a career with Tracksmith:

- **Professional or Employment Data**, such as your employer name; employee email; employee telephone number; employment history; job title; and professional licenses.
- **Education Data**, including education history; education transcripts; and level of education.
- **Sensitive Personal Data**, such as Social Security number, driver's license, state identification card, or passport number; criminal history from a background check, and citizenship, immigration, or work authorization/employment eligibility status.
- **Other Personal Data**, including any other personal data provided during the job application process, such as details about the type of employment you are seeking; current or desired salary; criminal history provided in a background check; and information related to any assessments you may take as part of the applicant screening process or any information provided by professional references.

### **How We Use Your Personal Data**

We process your personal data in order to perform our contract with you, such as to:

- provide you with our products, services, content, and functionality;
- communicate with you about your purchase or customer service inquiries;
- process and fulfill your order, including sending you any necessary e-mails related to your order such as order and shipping confirmation;
- register and maintain your account or membership with us; and
- administer and provide services and customer support per your request.

We obtain your consent to process your personal data for the following reasons:

- sign you up for our newsletters or alerts;
- verify our registered customers;
- personalize our services for you; and
- if you opted into marketing, to communicate with you about products, services, marketing, promotions, events and other news and information we think will be of interest to you.

In order to be responsive to you and maintain our business relationship, as a matter of our legitimate interests, we will use your personal data to:

- to send you announcements in relation to security, privacy or administrative related communications (these communications are not marketing orientated, and we do not rely on consent, so you may not opt out);
- enforce our Site's terms and conditions;
- personalize our Site to ensure content from the Site is presented in the most effective manner for you and your device;
- administer the Site, and for internal operations, in order to conduct troubleshooting, data analysis, testing, research, statistical and survey analysis;
- for product improvement and new product development;
- maintain the safety and security of our users, Site, and business;
- build and maintain the Tracksmith community; and
- comply with legal obligations.

We may share your personal data while negotiating or in relation to a change of corporate control such as a restructuring, merger, or sale of our assets.

Any other processing may be done in order to comply with local law and regulation.

### **“Sale” and “Sharing” of Your Personal Data**

We do not sell your personal data for monetary compensation, but we may use advertising and analytics cookies, which may be considered a “sale” of personal data or its “sharing for targeted advertising purposes”, as those terms are defined under applicable privacy laws, such as the California Consumer Privacy Act. The personal data we “sell” or “share” is limited to your identifiers and internet or other electronic network activity information. At any time, you can opt out of the “sale” or “sharing” of your personal data by emailing us at [support@tracksmith.com](mailto:support@tracksmith.com).

### **Financial Incentive Programs**

This section applies to residents of the U.S. when we offer you financial incentive programs like discounts and special offers in exchange for your personal data. The personal data requested in connection with the offer, as well as other terms, will be provided at the time you sign up. We may share your data with service providers and marketing partners to provide the program. In calculating these offers, we consider the expenses related to the offer and the value of your data.

You may withdraw from any of the programs at any time by following the instructions provided. Please note that if you opt out or request to delete your data, we may no longer be able to provide you with the benefits. For offers involving your e-mail, you may unsubscribe via the “unsubscribe” link in any marketing email you have received. For offers involving text messaging, you may text STOP. For all other offers, you may follow the instructions provided with the offer.

## **Cookies and Tracking Technologies**

### **Cookies**

When you use our Site, we may utilize online tracking technologies and code-based tools, including, but not limited to, Software Development Kits (“SDKs”), pixels, and cookies (i.e., advertising or analytics cookies) (collectively, “cookies”) to collect data about your location, your activities on our Site, your interaction with our emails, data about your device, and log information. We use cookies to collect data about your browsing activities over time and across different websites following your use of our Site including which pages of our Site you visited. Cookies are small text files that web servers place on your device; they are designed to store basic information and to help websites and apps recognize your browser. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be accessed every time you use the Site. Cookies allow us to recognize and count the number of users and how many users move around our Site.

You can find more information about cookies and how to manage them at [www.allaboutcookies.org](http://www.allaboutcookies.org). For more information about cookies, please refer to our [Cookie Policy](#).

You have the option to accept or disable cookies at any time through your browser settings. Certain functions may require the use of cookies, so if you choose to disable your cookies, your user experience may be limited.

### **Google Analytics**

We use Google Analytics, a web analytics tool that helps us understand how users engage with our Site and allows us to understand traffic patterns to help us improve the design of our Site, the products we make and the services we offer. Like many services, Google Analytics uses first-party cookies to track user interactions, as in our case, where they are used to collect data about how users use our Site. This data is used to compile reports and to help us improve our Site. Our reports disclose website trends without identifying individual visitors

You can opt out of Google Analytics without affecting how you visit our Site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>.

At Tracksmith, we understand and recognize that we must maintain and use customer personal data responsibly.

## Do Not Track Signals

Your browser settings may also allow you to transmit a “Do Not Track” signal when you visit various websites. Our Site is not configured to respond to “Do Not Track” signals received from browsers. To learn more about “Do Not Track” signals, you can visit <http://www.allaboutdnt.com/>.

## How We Disclose Your Personal Data

We do not use or disclose your personal data to others except as described in this Privacy Policy. We share your personal data with selected recipients with your consent, as necessary, or as otherwise required or permitted by law. Specifically, we will share your personal data:

*With service providers for business purposes.* Tracksmith may share the following categories of personal data with our service providers and vendors for one or more business purposes:

- Personal identifiers, such as your name, contact information, clothing size, or gender;
- Internet or other network activity information, such as your IP address, general location, browser and/or device type, and other identifiers;
- Commercial data, such as purchase history;
- Financial data, including your credit card details and other payment information;

The service providers receiving this personal data assist us with many different functions and tasks, such as:

- Processing and fulfilling orders and returns;
- Providing customer service and customer relationship management services;
- Providing data storage and disaster recovery services;
- Processing payments;
- Communicating with you;
- Facilitating our events and partnerships;
- Promoting our products and services;
- Securing the Site and preventing fraud;
- Providing us with analytics and helping us better optimize our business;
- Verifying user identity and maintaining accounts; and
- Ensuring the quality of our products and services.

Certain service providers, such as payment gateways and other payment transaction processors have their own privacy policies in respect to the personal data we are required to provide to them for your purchase-related transactions. You should read the privacy policies of these service providers so you can understand how they will process the payment-related personal data that we share with them.

*With third parties for their own uses.* We may share some of your personal data, including personal data about your Tracksmith transactions, with third party marketing partners who assist with our direct mailing campaigns. These third party marketing partners give us data to help us

better market our products and services but may also use your personal data to facilitate other business' marketing campaigns.

In certain circumstances or as otherwise necessary, we may also share your personal data:

*With our affiliates.* We may share your personal data with affiliates within our corporate family.

*With our partner businesses or organizations.* When we partner with third party organizations to offer a promotion or host an event, we may share your personal data with the business or other entities with whom we have partnered.

*With professional advisors.* As necessary, we may share your personal data with professional advisors functioning as service providers, such as lawyers, bankers, auditors, and consultants.

*For legal reasons and to protect our Site and business.* We may share your personal data in response to a legal obligation, or if we have determined that it is necessary to share your personal data to comply with applicable law, respond to legal process, enforce any applicable terms, cooperate with law enforcement agencies, protect our interests or those of our users, or exercise or defend legal claims.

*In connection with a sale or merger.* We may share your personal data while negotiating or in relation to a change of corporate control such as a restructuring, merger, or sale of our assets.

If you would like to opt-out of your personal data being disclosed to third parties, please submit a request or email [support@tracksmith.com](mailto:support@tracksmith.com).

### **International Data Transfers**

Tracksmith is headquartered in the United States of America, and as such, your personal data will be transferred to, and stored at/processed in the United States. Your personal data may also be processed by staff operating outside the EEA who work for us or for one of our service providers or partners. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Privacy Policy.

### **Retention of Your Personal Data**

We will only retain your personal data for as long as we need it for the purposes outlined in this Privacy Policy, or as otherwise permitted under applicable law. If you stop using our Site, we may store your personal data in a de-identified, aggregated, or anonymized format, as allowed by applicable law. If we de-identify personal data, we will maintain and use the data in de-identified form and not attempt to re-identify the data except as required or permitted by law.

### **Our Use of Session Replay Technology and Chat Features**

We may use software tools called “session replay technology” to monitor how you interact with our Site. The personal data collected by this technology may include which links you click on, pages and content you view, information that you type into our online forms, recordings of mouse clicks and movements, and data about your device or browser.

Our Site may incorporate a third-party chat feature for support purposes. This chat feature may be powered by generative artificial intelligence (“AI Features”). If you interact with the AI Features, you are not communicating with a human representative of Tracksmith. Instead, you are communicating with artificial intelligence software that generates responses to your inputs based on machine-learning algorithms. These chat features may collect the content of your communications including any personal data you provide it. Any personal data you provide to these chat features will be used, shared, and stored in accordance with our [Terms & Conditions](#) and this Privacy Policy. Please discontinue use of these AI Features if you do not consent to the collection and use of such personal data by us and third parties.

### **Disclaimer Regarding Video Content**

The Site may contain video content, audiovisual content, or content of a like nature (collectively, “Video Content”). In connection with our provision of Video Content, the Site may utilize online tracking technologies and code-based tools, including, but not limited to, Software Development Kits (“SDKs”), pixels, and cookies (i.e., advertising or analytics cookies) that track information about your activity and webpage-viewing history on the Site (collectively, “cookies”). Cookies on the Site may result in personal data about your activity on the Site being transmitted from your browser to us and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites, platforms, and services, including advertisements for our content. In addition, whether cookies on the Site result in your browser’s transmission of personal data to third parties depends on a number of factors that may be outside of our knowledge or control, including what third-party websites you use, what personal data you have provided to such third parties, and whether (and the extent to which) you have limited the use of cookies by the operators of those third-party websites, platforms, and services.

### **Your Personal Data Rights**

- **Your Account:** You can update, change, or delete certain personal data (such as your email address, mailing address, and payment method) on the Site by accessing your account [here](#).
- **Email Opt-out:** We communicate with our accountholders and other individuals via email. Generally, users cannot opt-out of these communications, as they will be primarily informational in nature rather than promotional. However, if we send you an email that promotes a commercial product or service, you may click on the “unsubscribe” link provided within that communication. We will process your unsubscribe request as soon as possible and in accordance with applicable law, but please be aware that in some circumstances you may receive additional messages prior to the unsubscribe request being processed. You also may opt-out of receiving such promotional emails by clicking on the “unsubscribe” link within the text of the email.
- **Text or SMS Messaging:** We may also offer text/SMS messaging to you. In some circumstances, we might require you to opt-in to receive text messages from us. At any time,

you may opt-out of receiving particular text messages from us by texting STOP in response to any text message.

- **General Questions:** Please contact Tracksmith at the address below if you have questions about your personal data or if you would like to otherwise make a change to such personal data.
- **California’s “Shine the Light” Law:** California law permits visitors to our Site who are California residents to request certain information regarding Tracksmith's disclosure of personal data to third parties for their direct marketing purposes. To make such a request, please contact us at the address provided below. Please indicate in your request that you are a California resident making a “Shine the Light” inquiry.
- **Nevada’s Privacy Law:** Residents of Nevada have the right to opt-out of the sale of certain pieces of their personal data to third parties. Currently, we do not engage in such sales.

### **For individuals in the European Economic Area, United Kingdom, or Switzerland**

If you are located in the European Economic Area (“EEA”), you have certain rights in relation to your personal data. Some of these only apply in certain circumstances. We will respond to requests to exercise those rights without undue delay and at least within one month (though this may be extended by a further two months in certain circumstances). To exercise any of your rights, please email us at [support@tracksmith.com](mailto:support@tracksmith.com).

- **Access:** You have the right to access personal data we hold about you, how we use it, and who we share it with.
- **Portability:** You have the right to receive a copy of the personal data we hold about you and to request that we transfer it to a third party, with certain exceptions.
- **Correction:** You have the right to correct any of your personal data we hold that is inaccurate.
- **Erasure:** In certain circumstance, you have the right to delete the personal data we hold about you.
- **Restriction of processing to storage only:** You have the right to require us to stop processing the personal data we hold about you other than for storage purposes in certain circumstances.
- **Objection:** You have the right to object to our processing of your personal data.
- **Objection to marketing:** You can object to marketing at any time by opting out at the bottom of our emails to you or in your preferences center.
- **Withdrawal of consent:** Where we rely on consent to process your personal data, you have the right to withdraw this consent at any time by emailing us at [support@tracksmith.com](mailto:support@tracksmith.com).

To exercise any of these rights, you can contact [support@tracksmith.com](mailto:support@tracksmith.com).

Please note that these rights are in many cases limited by law. For example, where fulfilling your request would adversely affect other individuals or Tracksmith trade secrets or intellectual property, where there are overriding public interest reasons or where we are required by law to retain your personal data.

## For Residents of Canada

If you are located in Canada, you may contact [support@tracksmith.com](mailto:support@tracksmith.com), Attention: Vice President of Operations, to exercise any of the following rights.

- **Access:** You may have the right to access and obtain a copy of your personal data in a structured, commonly used technological format, or have us send a copy of your personal data to another person or body.
- **Correction:** You may have the right to correct, rectify, or complete your personal data if inaccurate or incomplete.
- **Withdrawal of consent:** Where consent is relied upon to process your personal data, you have the right to withdraw consent, subject to legal restrictions.
- **Right to Lodge a Complaint:** Users who are located in Canada have the right to lodge a complaint about our privacy practices with a supervisory authority.

If you are located in Quebec, please note that our Vice President of Operations currently acts as our person in charge of the protection of personal data and can be reached at [support@tracksmith.com](mailto:support@tracksmith.com).

## For residents of California, Nebraska, and Texas

Depending on where you reside within the United States and how you interact with us, you may have the following rights over your personal data. We will honor these rights to the extent required by applicable law and consistent with our role.

- **Right to Know:** You have the right to know and see what data we have collected about you over the past 12 months, including categories or specific pieces of personal data collected about you, its sources, purposes, categories of recipients, and, where feasible, retention criteria.
- **Right to Portability:** Request a copy of certain personal data in a portable and, to the extent technically feasible, readily usable format.
- **Right to Correction:** You have the right to correct any of your personal data we hold that is inaccurate.
- **Right to Delete:** You have the right to request that we delete the personal data we have collected from you (and direct our service providers to do the same).
- **Right to Opt Out of “Sale” or “Sharing”:** You have the right to opt-out of the “sale” of your personal data to third parties or the “sharing” of your personal data with third parties for targeted advertising purposes.
- **Right to Opt Out of Targeted Advertising:** Request that we not process your personal data for targeted advertising (also called cross-context behavioral advertising). Where we use cookies or similar technologies for advertising/measurement, you can exercise your choice as described in our [Cookie Policy](#).
- **Right to Limit the Use and Disclosure of Your Sensitive Personal Data:** You have the right to limit the use and disclosure of your sensitive personal data if we use such information to infer characteristics about you.
- **Right to Opt Out of Certain Profiling:** Request that we not use your personal data for automated profiling in furtherance of decisions that produce legal or similarly significant effects about you.

- **Right to Non-discrimination:** You have the right to not be discriminated against for exercising any of these rights, including where financial incentives are offered.

*Submitting a request.* To request access to or deletion of your personal data, or to exercise any other data rights under California, Nebraska, or Texas law, please contact us using one of the following methods:

- **Toll-Free Number:** You may call us at 1-844-464-2786 and submit your request via phone.

- **Email:** You may email us at support@tracksmith.com to exercise your rights. Please include your full name, along with why you are writing, so that we can process your request in an efficient manner.

*Authorized Agent.* You may, under certain circumstances, authorize another individual or a business, called an Authorized Agent, to make a verifiable consumer privacy request on your behalf. If you wish to have an Authorized Agent make a verifiable consumer privacy request on your behalf, they will need to provide us with sufficient written proof that you have designated them as your Authorized Agent, and we will still require you to provide sufficient information to allow us to reasonably verify that you are the person about whom we collected personal data.

*Verification, Response Timing, and Format.* We may require certain information from you in order to verify your identity and respond to your request. We aim to respond to a verifiable consumer privacy request with the time period prescribed by law, which is generally 45 days from its receipt. If we require more time, we will inform you of the reason and extension period in writing. If we cannot comply with part or all of your request, we will explain the reasons in our response.

*Appeals.* You also have the right to appeal a denial of your request by contacting us as described in our notice of denial.

### **Children's Data**

Tracksmith.com is intended for users who are 18 years of age and older. If you are under the age of 18, you are not permitted to submit any personal data to us without written consent of your parent/guardian. Parental consent can be sent to support@tracksmith.com.

### **Security**

Although we do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted through the Site or over email; any transmission is at your own risk. Once we have received your personal data, we take appropriate technical and organizational measures, reasonable precautions and follow industry best practices to safeguard your personal data against loss, theft and unauthorized use, access or modification. These safeguards help us to prevent fraud and unauthorized access and maintain data accuracy. We also take reasonable precautions to limit access to your personal data within our internal systems.

### **Social Features and Public Posting Areas**

Certain features of the Site permit you to initiate interactions between the Site and third-party services or platforms, such as social networks (“Social Features”). Social Features include features that allow you to click and access Tracksmith’s pages on certain third-party platforms, such as Facebook, and from there to “like” or “share” our content on those platforms. Use of Social Features may entail a third party’s collection and/or use of your personal data. If you use Social Features or similar third-party services, personal data you post or otherwise make accessible may be publicly displayed by the third-party service you are using. Both Tracksmith and the third party may have access to personal data about you and your use of both the Site and the third-party service.

### **Third Party Links and Public Posting Areas**

Our Site may contain links to other online platforms operated by third parties. We do not control such other online platforms and are not responsible for their content, their privacy policies, or their use of your personal data. Information you provide on public posting areas or semi-public venues, including personal data you share on third-party social networking platforms (such as Facebook or Twitter) may also be viewable by other users of the Site and/or users of those third-party online platforms without limitation as to its use by us or by a third party. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators except as disclosed on the Site. We expressly disclaim any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of personal data by third parties. Any personal data submitted by you directly to these third parties is subject to that third party’s privacy policy.

### **Modification of Policies**

We change our Privacy Policy from time to time. Updates to our Privacy Policy will apply only to personal data collected after the date of the change. We will note on our Site when our Privacy Policy has been updated. Please check the Site regularly for notices of changes to our Privacy Policy.

### **Contact**

We welcome your questions, comments, and concerns about privacy. Please send us any feedback pertaining to privacy, or any other issue at [support@tracksmith.com](mailto:support@tracksmith.com) or

Tracksmith  
285 Newbury Street  
Boston MA 02118  
Toll free telephone: 1-844-464-2786

### **Complaints**

If you have complaints about how we process your personal data, please contact us at [support@tracksmith.com](mailto:support@tracksmith.com) and we will respond to your request as soon as possible.

If you are a resident of the EEA and you think we have infringed data protection laws, you can file a claim with data protection supervisory authority in the EU country in which you live or work. Contact details for some of these data protection authorities are available here:

- In the EEA: [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)
- In the U.K.: <https://ico.org.uk/global/contact-us/contact-us-public/>
- In Switzerland: <https://www.edoeb.admin.ch/edoeb/de/home/deredoeb/kontakt.html>