DEFIANT ONES MOTORCYCLE ASSOCIATION, LLC

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PRIVACY POLICY

Effective October 31, 2026
defiantonesllc.com/forms-and-documents/

Defiant Ones Motorcycle Association, LLC. Effective date: October 31, 2026. This Privacy Policy replaces all prior versions.

DOMA cares about the privacy of your information. This Privacy Policy describes the information Defiant Ones Motorcycle Association, LLC ("DOMA," "we," "our," or "us") collects, uses, stores, and shares about you. It applies to information we collect when you contact us or obtain products, services, or memberships from us in any way, including through our websites, by telephone or email, or in person at our events and Lodges. When we use the term "Site" in this Privacy Policy, we mean any website using a Defiant Ones Motorcycle Association, LLC URL.

This Privacy Policy may be updated periodically. The current Privacy Policy is always available on our Site, and the effective date of the current version is shown at the top of this page.

1 THE INFORMATION WE COLLECT

The information we collect about you may include: your name; postal and email addresses; telephone number; date of birth; whether you ride and, if so, your motorcycle endorsement status; membership number and membership history; for Lodge memberships, your Lodge affiliation, including the Lodge and Lodge owner account to which your membership is attributed; order and transaction history; and shipping information. Payment card information is collected and processed by our payment processor; DOMA does not store your full card number. We also collect certain automated data that does not specifically identify you, described below under "Automated Data Collection Technologies." We retain your information for as long as your membership or account is active and afterward only as long as needed to meet our legal, tax, and accounting obligations, to resolve disputes, and to enforce our agreements.

2 HOW WE USE INFORMATION

We use the information we collect to respond to your inquiries and fulfill your requests; to provide memberships, products, and services to you, including sharing information with service providers who help us do so; to send you communications about your membership, orders, and account, and important information such as changes to our terms, conditions, and policies; to send you marketing and promotional communications from DOMA that we believe may be of interest to you, which you can opt out of at any time; to personalize your experience on the Site; to verify your identity in order to provide services and member benefits; to administer surveys, contests, and promotions you choose to participate in; and for our business purposes, such as security, fraud prevention, data analysis, developing new products and services, improving the Site, and measuring the effectiveness of our campaigns.

3 INFORMATION WE SHARE

We share information about you only with: service providers who perform business functions on our behalf, such as processing payments, hosting and maintaining our Site and database, fulfilling and shipping orders, and sending email on our behalf; each of which is required to safeguard the confidentiality of your information and use it only for the purpose of providing services to us; and parties to whom disclosure is required or permitted by applicable law, such as in response to a subpoena or court order, or in connection with a merger, acquisition, or sale of the company, in which case your information remains subject to the protections of applicable law.

These service providers include: Google reCAPTCHA, which checks our forms for spam and automated abuse and collects device and usage information under Google's Privacy Policy and Terms of Service; MyRoute-app, which receives the name and email

address needed to set up the MyRoute-app Gold account included with Tier 2 and Lodge memberships; and the printer and mailer we use to print and mail member kits and DEF1ANT Magazine, which receive the name and mailing address needed to do so.

We do not sell your personal information, and we do not share it with third parties for their own marketing purposes.

4 HOW AND WHEN WE COLLECT INFORMATION

We collect information when you provide it directly, such as through membership enrollment, checkout, contact forms, surveys, and event registration. We also collect information through automated data collection technologies when you visit our Site, described below.

5 AUTOMATED DATA COLLECTION TECHNOLOGIES

We, and our service providers, collect certain information automatically when you interact with us online.

Web server log information. Our server automatically collects information such as your IP address, browser and version, device type, screen resolution, operating system, connection speed, the pages you visit or request, and the dates and times of those visits. We use this information to ensure the Site is functioning properly and for security purposes.

Helmet safety notice records. Before you buy certain helmets, our Site shows a helmet safety notice and asks you to confirm that you have read it. When you confirm, we keep a record of that confirmation, including the date and time, the helmet and order it relates to, your account if you are logged in, your IP address, your browser and device information, and the page you were on. We keep these records as proof that the notice was shown and accepted, and only as long as needed to meet our legal obligations and to resolve disputes.

Cookies. Cookies are small text files stored on your device. We use cookies and similar technologies to operate the Site, remember your cart and preferences, personalize your experience, display our products and services more effectively, measure the usage and effectiveness of the Site, and for security purposes. Our cookies do not store your name, address, or payment details; when you log in, a cookie links your visit to your account so the Site can recognize you. Most browsers accept cookies by default; you can set your browser to refuse cookies or alert you when a cookie is being sent, but certain features of the Site may not work if you delete or disable cookies.

Pixel tags and similar technologies. We may use pixel tags (also called web beacons or clear GIFs) on our Site and in our emails to analyze usage and measure effectiveness, including whether an email from us was received, opened, or clicked. Some of our service providers may use their own cookies or pixel tags in connection with the services they perform on our behalf.

Interest-based advertising choices. For more information about interest-based advertising and the choices available to you, visit the Digital Advertising Alliance at optout.aboutads.info.

6 OUR COMMITMENT TO DATA SECURITY

We recognize the importance of safeguarding the confidentiality of your information. We maintain physical, electronic, and managerial procedures designed to prevent unauthorized access to your information, maintain data security, and correctly use the information we collect. However, no method of storing or transmitting data can ever be 100% secure, and we cannot guarantee that your information will never be accessed, used, or released in a manner inconsistent with this Privacy Policy. We urge you to keep any password you create for the Site in a safe place, not to disclose it to anyone, and to sign out and close your browser when you finish a visit, especially on a shared or public computer.

7 YOUR CHOICES

Marketing communications. Every marketing email we send includes an unsubscribe link. You may opt out of marketing communications at any time by using that link or by contacting us as described below. If you opt out of marketing, we will still send you communications about your membership, orders, and account.

Text messages. If you give us your mobile number and agree to receive texts, we may send text messages about your membership, your orders, and new services as they launch. Message and data rates may apply. You can stop texts at any time by replying STOP.

Access, correction, and deletion. You may request access to the personal information we hold about you, ask us to correct it, or ask us to delete it by contacting us as described below. We will honor your request as required by applicable law.

8 OUR COMMITMENT TO CHILDREN'S PRIVACY

Protecting the privacy of children is especially important. We do not knowingly collect or maintain information on our Site from anyone under 13 years old, and no part of our Site is structured to attract anyone under 13. For more information about the Children's Online Privacy Protection Act, visit the Federal Trade Commission at www.FTC.gov.

9 LINKS TO THIRD-PARTY WEBSITES

Our Site may contain links to websites operated by third parties, some of which may display our logos or trademarks. A third-party website can be identified by the fact that it does not use a Defiant Ones Motorcycle Association, LLC URL. DOMA is not responsible for and cannot control the privacy practices of third-party websites, even if they display our logos or trademarks. We encourage you to read the privacy policies of those websites, as they may differ from ours.

10 SOCIAL MEDIA AND PUBLIC FORUMS

We maintain a DOMA page and group on Facebook and may participate on other social media platforms. The Kickstand Report on our Site is open for anyone to read; only active DOMA members may post or reply, and every post and reply is reviewed before it appears. Content posted by members, including advice and opinions, represents the views and is the responsibility of those who post it, and we do not necessarily endorse, support, verify, or agree with it. When you post information to the Kickstand Report, to our Facebook page or group, or to any other public forum, that information can be accessed by the public and may be used for any purpose, including sending unsolicited communications. Information you share on Facebook is also subject to Facebook's own privacy policy. We strongly encourage you not to post your personal information in any public forum and to be careful about how you disclose any information.

11 HOW TO CONTACT US

For questions about this Privacy Policy, or to exercise any of the choices described above, use our contact page at defiantonesllc.com/contact/ and choose Legal, or write to: Defiant Ones Motorcycle Association, LLC, Attn: Legal Department, 162 Highland Street, Lunenburg, MA 01462. Privacy requests are handled through the contact page or by mail only.

CONTACT DOMA

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Every DOMA form and document: defiantonesllc.com/forms-and-documents/