

## **H.F. BRANDING, LLC**

### **Privacy Policy**

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Please carefully review this Privacy Policy (“Policy”) of Herkner Farms, LLC (hereinafter “H.F.”). This Policy describes how H.F.Taste Bud collects, uses, and discloses personal information of customers through its online services and websites (“Sites”), including, without limitation, [www.tastebudbranding.com](http://www.tastebudbranding.com).

#### **What We Collect**

We collect and store personally identifiable information that you affirmatively choose to provide to us. Examples of this information include:

- Your name, postal address, phone number, and e-mail address.
- Your financial account information, such as credit card number and other payment information.

The personally identifiable information we collect depends on your activities on the Sites. For instance, if you create an account, we may collect your username, password, and other contact information. If you purchase products through the Sites, we may collect information about what you purchased, when you made purchases, and how frequently you make purchases.

We may also automatically collect website use information when you visit our Sites. This information may include information about your Internet service provider, your operating system, browser type, domain name, Internet protocol (IP) address, your access times, the Web pages you request, and the date and time of those requests. Our collection of website use information may involve the use of cookies and Web beacons. Cookies are small data files stored on your hard drive by a website. We use them to improve our Sites and your experience. Web beacons are electronic images that we may use on our Sites or in our emails to deliver cookies, count visits, and understand usage.

H.F. may also collect aggregated data or anonymized data that does not directly identify you.

#### **What We Do With Collected Information**

H.F. may use information about you for purposes described in this Policy or disclosed to you on our Sites. For example, we may use information about you to:

- Process and manage your purchase and use of H.F. products and services.
- Communicate with you about your orders or purchases, your accounts, and your requests for information.
- Communicate with you about our products, events, or other promotional purposes.

## **What We Share With Third Parties**

H.F.'s sharing of your personal information with third parties is limited:

- We may share personal information about you with others with your consent.
- We may also share information with companies that provide support services to us (such as credit card processors, mailing houses or website hosts) and that help us market our products and services (such as email vendors). These companies may use information about you to perform their functions on our behalf.
- We may disclose specific information (i) upon lawful request, in response to legal process, and when required to comply with laws, (ii) to enforce our agreements, corporate policies, and terms of use or (iii) to protect the rights, property or safety of H.F., our employees, agents, customers, suppliers and others.
- In the event of a merger, acquisition, financing, or sale of assets or any other situation involving the transfer of some or all of our business assets, H.F. may disclose personal information to those involved in the negotiation or transfer.

We may also share aggregated or anonymized information that does not directly identify you.

## **How We Secure Personal Information**

H.F. takes reasonable steps to maintain appropriate physical, technical and administrative security to help prevent loss, misuse, unauthorized access, disclosure or modification of personal information.

While we take these reasonable efforts to safeguard your personal information, no system or transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

## **Privacy Policy Updates**

We may update our privacy policy from time to time. When we do, we will post the new policy on this page and change the date it was last update at the bottom of the policy.

We encourage you to check the date of our privacy policy when you visit the Sites for any updates or changes. We will attempt to notify you of any modified versions of our privacy policy that might materially affect the way we use or disclose your personal information.

## **Questions and Feedback**

Please contact us with any of your questions, comments and concerns about this Policy. You can reach us at:

Herkner Farms, LLC  
13561 S. West Bayshore Drive  
Traverse City, MI 49684  
(231) 947-7000

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