

BLACKBERRY FARM, LLC PRIVACY POLICY

Updated November 14, 2018

Blackberry Farm, LLC has developed this Privacy Policy to outline the process in which Blackberry Farm, LLC uses personally identifiable information collected on blackberryfarm.com (the “**Website**”). We strongly encourage all users to read this Privacy Policy when using blackberryfarm.com. By using the Website, you are accepting the practices in this Privacy Policy.

INFORMATION WE COLLECT

Information You Provide

Depending on which of the Website’s services you use, we may collect personal information that can identify you, including but not limited to your name, email address, telephone number, location, and credit card information. This information is necessary to process requests for information and provide other services through the Website. This information is collected when, for instance, you register on our Website, place an order, subscribe to a newsletter, download our mobile application, respond to a survey, or otherwise engage with and provide information on the Website. Disclosing personal information through our Website means that the information can be stored and transmitted to our third-party servers and service providers.

Automatically-Collected Information

We may also collect information automatically from your browser when you visit the Website. This information may include, but is not limited to, your IP address, your browser type and language, access times, the content of any undeleted cookies that your browser previously accepted from the Website, and the referring website address.

The Website also sets cookies—small files transferred to your computer through your web browser which enables the Website or its service provider to recognize your browser and capture and remember certain information—to improve the quality of the services we provide to you and to personalize your experience on the Website. For instance, we use cookies to store of your preferences and profile information, and to help us remember and process items in your shopping cart. We also use cookies to help us understand your preferences based on previous or current site activity, which enables us to suggest other items or services that may interest you. We also use cookies to help to collect general Website usage and volume data that does not include personal information.

Most web browsers automatically accept cookies, but in many cases users may modify browser settings to disable cookies or to be notified each time a cookie is being sent to your computer. Instructions for how to change your cookie settings can likely be found in your browser’s help menu. If you choose to disable cookies, you will still be able to access our Website, but you may not be able to use all of the interactive features we offer.

We also use third-party tracking technologies on the Website. This information does not identify you personally and is used in the aggregate, solely for Website performance purposes.

We honor do-not-track signals, plant cookies, or use advertising when a ‘Do Not Track’ browser mechanism is in place.

No Responsibility for Third-Party Links

We occasionally include on the Website links to third-party products or services that we believe may be of interest to Blackberry Farm, LLC's customers. We do not monitor, direct, or otherwise control the third-party websites reached through these links, and take no responsibility or accept any liability for the content or activities of such third-parties. We encourage you to review their privacy policies and terms of use before using their websites and services. Nonetheless, we seek to protect the integrity of our Website and welcome any feedback you may have with respect to these third-party websites.

USE OF INFORMATION

We may use your information in a variety of ways to communicate with you, such email, newsletters, RSS feeds, service announcements, or for customer service.

In addition, we may use the personal and non-personal information we collect from you in the following ways: (i) to personalize your experience and allow us to deliver the type of content and products in which you are most interested; (ii) to improve our website in order to better serve you and our customers; (iii) to allow us to respond to your service requests and process your transactions; (iv) to administer a contest, promotion, survey, or similar features; (v) to store your order history; (vi) to advertise products viewed during your prior visits to the Website; and (vii) to send you periodic emails regarding your order or other products or services.

We do not sell your personal information to third parties. We will share your personal information with third parties only as follows:

1. *Authorized Service Providers.* Your information may be sent to our authorized service providers that perform certain services on our behalf in connection with your use of the Website, including the purchase of any products or services on the Website, or any reservation requests. This may include, for example, third-party processors, financial institutions, and credit card processing services.

2. *Blackberry Farm Staff.* Your information may be shared with employees and contractors that work to facilitate your request or provide any services requested.

3. *Reviews.* We may post customer reviews on the Website, which may contain personally identifiable information, such as the reviewer's name.

We may also disclose your information:

4. In response to a subpoena, court order, or a request for cooperation from law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law.

5. In connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of the Website, the users of the Website, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.

6. In the event of a business transition, such as a merger or acquisition by another company, sale of all or a portion of assets, divestiture, or bankruptcy, your personally identifiable information will likely be among the assets transferred.

Any third parties to whom we may disclose personal information may have their own privacy policies which describe how they use and disclose personal information. Those policies will govern use, handling and disclosure of your personal information once we have shared it with those third parties as described in this Privacy Policy.

Special Notice to California Residents

Blackberry Farm, LLC will not share any personal information about you with other companies to the extent prohibited by applicable California law or to the extent your prior consent to share is required by applicable California law. California residents may, no more than once per calendar year, request information about our disclosures of certain categories of personal information to third parties for direct marketing purposes. To be valid, requests must be submitted to us at info@blackberryfarm.com. Within thirty days of receiving this request, we will provide a list of the categories of personal information disclosed for direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of the third parties.

PRIVACY PROTECTION

Blackberry Farm, LLC takes appropriate steps to keep your personal information from unauthorized access. Only authorized employees and authorized third-party service providers are permitted to access personal information, and they may do so only for permitted business functions. In addition, your personal information is stored in an encrypted database, and we use firewalls to help prevent unauthorized persons from gaining access to your personal information.

The security of your personal information is important to us. Blackberry Farm, LLC will take every reasonable step to handle personal information in a responsible manner. However, no system can be completely secure. All sensitive information (such as credit card number), is encrypted using secure socket layer technology (SSL). Blackberry Farm, LLC also adopted the Payment Card Industry Data Security Standard, which mandates that all companies accepting, processing, storing, or transmitting credit card information maintain a secure environment. Although we take steps to secure information, Blackberry Farm LLC cannot guarantee, and users should not expect, that all personal information, searches, or other communications will always remain secure. Users should also take care with how they handle and disclose their personal information.

YOUR CHOICES

Users may choose not to provide us with certain information, but that may limit our ability to provide services through the Website. Should you wish to give information over the phone versus the internet, please call (865)-984-8166 and a representative will take your information.

We may periodically send newsletters to users who use our services. You may unsubscribe from our newsletter at any time via an unsubscribe link in each newsletter or by emailing marketing@blackberryfarm.com from the email address receiving the newsletter with the subject "remove" included. Your email address will not be leased, sold or given to any third party, except as described in this Privacy Policy.

OTHER INFORMATION ABOUT OUR PRIVACY PRACTICES

Minor Privacy

The Website is intended for those 18 years of age or older. We do not knowingly collect any personal information from minors. If we inadvertently collected personal information about a minor, that information will be immediately deleted from our database.

Users from outside the United States

If you are visiting our website from outside the United States, please be assured that we seek to take reasonable steps to ensure that your privacy is protected. However, data protection and other laws in your country may be different. Please understand that we operate under laws in the United States.

Phishing and Spoofing

We do not ask for your personal information by email. If you receive an unsolicited email that appears to be sent on behalf of Blackberry Farm requesting personal information, such as your credit card, login or password, or that asks you to verify or confirm your account or other personal information by clicking on a link, do not provide the information or click on the link. If you receive such an email, please contact us at info@blackberryfarm.com.

Changes to this Privacy Policy

Any updates to this privacy policy will be made available via this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information Blackberry Farm collects, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we change how we use your personally identifiable information, we will notify you here, by email, or by means of a notice on our home page.

Contact us

If you have any questions about this Privacy Policy or our information security practices, please contact us by e-mail at info@blackberryfarm.com, phone at 865-984-8166, or postal mail as follows:

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