

Website Privacy Policy for Lake County Vending

Effective Date: June 14, 2024

This Privacy Policy governs the manner in which Lake County Vending ("Company") collects, uses, maintains, and discloses information collected from users of the lakecountyvending.com website ("Site"). This policy applies to the Site and all products and services offered by Lake County Vending.

1. Information Collected

We collect non-personally identifiable information about you in various ways, including tracking your activities through your IP address, computer settings, or most recently visited URL. We may also ask you to provide certain non-personally identifiable information about yourself, such as your age, household income, and buying preferences. We do not collect any personally identifiable information about you unless you voluntarily submit such information to us, such as by filling out a survey or registration form. The types of information that may be requested include your name, address, email address, and telephone number.

- a. **COPPA Compliance.** We do not knowingly collect, use, or disclose personal information from children under the age of 13 without verified parental consent. If we learn that we have collected personal information from a child under 13 without verification of parental consent, we will take steps to remove that information from our servers as quickly as possible. Parents who believe that their child has provided us with personal information and would like to have it deleted may contact us at the provided contact details.
- b. **Your Credit Account/s and Billing Information ("Payment Information").** If you establish a credit account with us, we collect some additional information, including billing address, credit card number, and credit card expiration date and tracking information from checks or money orders.
- c. **Other Information.** Other Information: In addition to Personal Information and Payment Information, we may automatically collect or receive additional information regarding you and your use of the Site; your interactions with us and our advertising; and information regarding your computer and mobile devices used to access the App (collectively, the "Other Information"). Specifically, we also collect the following information:
 - i. First Name
 - ii. Last Name
 - iii. Work Email
 - iv. Role
 - v. Company
 - vi. Company Size
 - vii. State
 - viii. Zip code
 - ix. Phone Number
 - x. Your Answers to "How can we help you:"
 - xi. Anything else you offer or input in our online web forms

2. Use of Information

We will only use the information you provide to us for the purpose for which such information was provided. This may include delivering information about our company, promotional material from partners, trend analysis, pattern detection, site administration, and contacting you when necessary. Your information may also be shared with other companies for marketing purposes consistent with your stated preferences. You may opt-out of receiving future mailings from us and other entities by following the instructions in the "Opt-Out" section below. Non-personal demographic and profile data may be used to tailor your experience on our site and may be shared with advertisers on an aggregate non-personal basis.

- a. **Third-Party Analytics.** We and the third-party technology providers, ad exchanges, ad networks, advertisers, agencies, ad exchanges, and ad servers with which we work use third-party analytics services (e.g., Google Analytics) to evaluate your use of the App, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the App and mobile and Internet usage. These third parties use cookies and other technologies to help analyze and provide us the data. You consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. For more information on these third parties, including how to opt out from certain data collection, please visit [URLs]. Please be advised that if you opt out of any such service, you may not be able to use the full functionality of the App.
- b. **Information collected by or through third-party advertising companies.** We may share Other Information about your activity on the App with third parties for ad distribution and ad optimization (defined as the tailoring, targeting (i.e., behavioral, contextual, retargeting, analyzing, managing, reporting, and optimizing of ads). These third parties may use cookies, pixel tags (also called web beacons or clear gifs), and/or other technologies to collect Other Information for such purposes. Pixel tags enable us and these third-party advertising companies to recognize a browser's cookie when a browser visits the site on which the pixel tag is located in order to learn which advertisement brings a user to a given site. In addition, we may receive Other Information from advertisers and/or their service providers such as advertising identifiers, IP addresses, and post-conversion data.
- c. **Administrative Notices, etc.** We use your e-mail address, your mailing address, and phone number to contact you regarding administrative notices, new product offerings, and communications relevant to your use of the Site. If you do not wish to receive these communications, you may have the ability to opt out on your account status page.
- d. **Dispute Resolution.** We use information in the file we maintain about you, and other information we obtain from your current and past activities on the Site, to resolve disputes, troubleshoot problems, and enforce our Terms and Conditions.
- e. **Quality Control and Service Monitoring.** Certain services provided by the Site may require a telephone call between you and the Site. It is the policy and practice of [name of Website] to monitor and on some occasions record calls for [applicable description of calls

that will be monitored/recorded, e.g., user transactions, customer service calls, etc.] with the Site for quality assurance and training purposes. [name of Website] will only contact you by telephone to [any applicable situations where the Site will call users, such as to confirm an order placed online, to inform a user about the status of an order, to respond to user questions, with a user's prior consent, etc.].

- f. **As Permitted by Law.** To the extent permitted by law, we may also disclose the Information:
 - a. When required by law, court order, or other government or law enforcement authority or regulatory agency; or
 - b. Whenever we believe that disclosing such Information is necessary or advisable, for example, to protect the rights, property, or safety of us or others, including you.
- g. **Advertisers.** We disclose aggregate information about our users to advertisers and for other marketing and promotional purposes. However, we do not disclose any personally identifying information to any of these entities.
- h. **Third Party Suppliers.** We may use third party suppliers to assist us in providing the services available on our App. Whenever a third-party supplier desires to collect information about you, you will be notified of the involvement of the third-party supplier, and you will never be required to disclose any information to the third party supplier. We impose contractual restrictions on the use by our third-party suppliers of information concerning you, and we do not permit our third party suppliers to sell your information to other third parties.
- i. **Our Disclosure to Third Parties.** We use practices that are consistent with standards in the industry to protect your privacy. We cannot, however, promise that your personally identifiable information or private communications will remain private. For example, third parties may unlawfully intercept or access transmissions or private communications. The following describes some of the ways that your personally identifiable information may be disclosed. For a more detailed list of ways we disclose information about you, please see [identify location of such information, i.e. Terms and Conditions]

3. Use of IP Addresses

We use your IP address to help diagnose problems with our server and to administer our website.

4. Use of Cookies

When you visit our website, we may store some information on your computer in the form of a "cookie" or similar file. Cookies help you navigate a website and deliver content specific to your interests. We use cookies to enhance your experience and prevent you from re-entering registration data. We may also use

cookies from an outside advertisement server company to display ads on our site. However, we do not have access to information collected by these cookies.

5. Security

We have implemented industry standard security measures to protect your information from loss, misuse, and alteration. While no system is entirely secure, we will take all reasonable steps to ensure the safety of your personal information. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases or the databases of the third parties with which we may share such Information, nor can we guarantee that the Information you supply will not be intercepted while being transmitted over the Internet.

6. Other Websites; Links

Our website may contain links to other websites. We are not responsible for the privacy practices or content of these websites.

7. Correct; Update

You may change or modify information previously provided to us by emailing tim@lakecountyvending.com or visiting the Contact Us section of the site.

8. Choice; Opt Out

You may opt-out of receiving communications from us and our partners by emailing tim@lakecountyvending.com or visiting the Contact Us section of the site.

9. Public Forums

Our site may offer chat rooms, forums, message boards, and/or news groups. Please exercise caution when disclosing personal information in these areas, as it becomes public information.

10. Important Notices to Non-U.S. Residents. The Website and its servers are operated in the United States. If you are located outside of the United States, please be aware that your Information, including your Personal Information, may be transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to use the App, you hereby irrevocably and unconditionally consent to such transfer, processing, and use in the United States and elsewhere.

11. Contacting Us

If you have any questions about this privacy statement or the practices of this site, please contact us at tim@lakecountyvending.com.

Amendments to this Privacy Policy will be posted on this URL and will be effective when posted. Your continued use of this site following the posting of any amendment, modification, or change constitutes your acceptance thereof.

By using Lake County Vending's website, you consent to the terms of this Privacy Policy.

This Privacy Policy is designed to inform users about the collection, use, and protection of their personal information by Lake County Vending, ensuring transparency and compliance with privacy regulations.