

THE HEIRLOOM COLLECTIVE

PRIVACY POLICY

Last Updated: 02/02/2022

The Heirloom Collective, Inc., doing business as The Heirloom Collective (“**The Heirloom Collective**”, “**we**”, “**us**”, or “**our**”) values your privacy. To that end, we have prepared this Privacy Policy to help you understand how we collect, use, and disclose information that we obtain about and from users of our Services, and how we use and disclose that information. In the interest of brevity, we’ll be using certain defined terms. Capitalized terms appearing in this Privacy Policy but not defined in this Privacy Policy are defined in our **Terms and Conditions of Use** (the “**Terms**”). For clarity’s sake, “Services” includes our Site (as defined in the Terms), our Application (as defined in the Terms), as well as any related sales, marketing, promotional or other events. This Privacy Policy applies to all Services that we provide.

This Privacy Policy describes the information we collect, how we use it, how we protect it, and the choices you can make. Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, you should immediately stop accessing and using our Services. By accessing or using our Services, or by getting in touch with us you agree to this Privacy Policy. This Privacy Policy may change from time to time (see Changes to our Privacy Policy below). Your continued use of our Services after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

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1. WHAT INFORMATION DO WE COLLECT ABOUT YOU?

***In Short:** We collect information that you provide or make available to us, and we collect certain information automatically when you use our Services.*

With respect to our Application, we request access only to information that is relevant to the core functionality of the application, and we only collect and use information that is required to accomplish the relevant task.

We collect information that you voluntarily provide to us (a) on the Site, (b) in e-mail, text, and other electronic messages exchanged between you and our Services or (c) when you contact our customer support services or another representative of our company for any reason.

We collect several types of information from and about users of our Services (collectively “**Personal Information**”), which are set out below:

Information Provided by You by which you may be personally identified, such as your name and/or the name of the organization that you represent; birth date or age; phone numbers; e-mail addresses; contact preferences; contact or authentication data; mailing address; account information; records and copies of your correspondence and other information you provide when you contact us, register to use our Services or make purchases.

Information Automatically Collected as you navigate through the Site (for example: information collected through cookies, web beacons, and other technologies that we may (now or in the future) employ to improve the features and functionality of the Site) or use the Application, and that does not identify you directly, such as your device and usage information, which may include your IP address, browser and device

characteristics, operating system, language preferences, referring URLs, country, approximate geographic location, information about how and when you use our Site (for instance, your search queries on the Site) or Application (for instance, the app version, bundle version, and system log including a notification was clicked or a page opened), and information to assist with debugging if you experience a crash. If you choose not to make such information available to us (for example by blocking cookies), it may impact the functionality of our Site or Application and your ability to access and use our Services.

Information Obtained from Third Parties, such as our business partners, which may include information collected through third party cookies. In such cases, we rely on our partners to ensure and document the appropriate legal basis for sharing your information with us, and any information that we collect about you for purposes of our Services will be subject to this Privacy Policy.

The specific information that we collect from or about you depends on the context of your interactions with us and our Services, the choices you make, and the products and features you use. We may combine the information we collect in the manners described above and use it in the manner described in this Privacy Policy. Statistical, anonymised, and aggregated information which we may derive from Personal Information (“**Anonymous Data**”) is excluded from the definition of Personal Information because it does not directly or indirectly personally identify you.

2. HOW DO WE USE YOUR INFORMATION?

***In Short:** We may use or disclose the information we collect for any business purpose listed below.*

We may use the information that we collect in several ways, all of which are listed below:

- **To provide you with information, products, or services that you request from us.**
- **To respond to your inquiries and to offer and provide you with support.** We may respond to your requests for information, or your inquiries to our customer service using the information you provided.
- **To administer, manage, and facilitate your account creation and logon processes.** If you choose to link your account with us to a third-party account (such as your Google account), we use the information you allowed us to collect from those third parties to facilitate account creation and log-on process.
- **To send administrative information to you.** We may send you information about your account or your relationship with us, including product, service and

new feature information and/or information about changes to our Terms, conditions, and policies.

- **To keep our Site and Application safe and secure.** We may use information collected from you as part of our efforts to keep our Services safe and secure (for example, to enforce our Site policies, to address suspected fraud, to address situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved) and to help maintain the safety, security, and integrity of our Site, databases, other technology assets, and business operations.
- **To present and improve our Site and Application.** We may use or disclose information we collect to administer, operate, and improve our Services and for our internal business purposes such as analysis, research, and product development. We may use information to personalize and enhance your experience accessing or using our Services, and to develop new products and services.
- **To fulfill and manage your orders and related transactions.**
- **To enforce our Terms, conditions, and policies in accordance with their terms, to comply with legal and regulatory requirements, to respond to legal requests, and otherwise to prevent harm as we are obligated to do.** We will use or disclose information collected as required by applicable law, court order, or governmental regulations. We may use information we collect to prevent harm to you, other users, or our business.
- **To close a business transaction.** In the event that we evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, we may be required to disclose or otherwise use information we collect from you to one or more interested parties.
- **To provide you with relevant marketing and promotional offers.** From time to time, we and/or our third-party marketing partners may use the information you provide to us for our marketing and promotional purposes and to administer and manage any special promotion plans, memberships or services for which you choose to participate. You can opt-out of our marketing communications or other promotional plans at any time (see the “WHAT ARE YOUR INFORMATION CHOICES” below).
- **To fulfil or meet the reason you provided the information and to undertake any other purpose to which you give your consent in subsequent communications or agreements with us.**

Unless described in this notice, we do not share, sell, rent or trade any personally identifiable information with third parties for their promotional purposes. Any

Personal Information that we collect from you for one purpose will not be repurposed without your further consent unless otherwise explicitly permitted by law.

3. UNDER WHAT CIRCUMSTANCES WILL WE DISCLOSE THE INFORMATION COLLECTED FROM YOU?

***In Short:** We only disclose or share information we have collected with third parties for business purposes in accordance with this Privacy Policy or as required by law.*

We may disclose Anonymous Data about our users without restriction.

We may disclose Personal Information that we collect or you provide as described in this Privacy Policy to certain third parties in accordance with the business purposes that we describe above. Those third parties include:

- our subsidiaries and affiliates;
- our advisors, contractors, service providers, and other third parties we use to support our business (for example: **Dutchie**, which provides us with payment processing services; and **Weedapps, Inc.**, which assists us in managing our Application); and
- buyers or other successors to our business, or potential buyers or successors, in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Site users is among the assets transferred.

In any case where Personal Information is shared with an affiliate, we will require those affiliates to abide by the terms of this Privacy Policy, if not stricter conditions. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

If we share any of your Personal Information collected from our Application with a third party—including, for example, third-party analytics tools, advertising networks and third-party SDKs, as well as any parent, subsidiary or other related entities that will have access to user data—that third party will provide the same or equal protection of your Personal Information as stated in this Privacy Policy and the third party's use of that Personal Information will be clearly disclosed in this Privacy Policy.

In addition to the business purposes above, we may also disclose your Personal Information:

- to comply with any court order, law, subpoena or legal process, including responding to any government or regulatory request;
- to enforce or apply our terms of service and any other agreements, including for billing and collection purposes; and
- if we believe that disclosure is necessary or appropriate to protect the rights, property, or safety of The Heirloom Collective, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

4. HOW WILL OUR USE OF COOKIES AFFECT YOU?

***In Short:** We may use cookies and other similar technologies for marketing, functionality, analytics purposes.*

We use cookies or other similar technologies on the Site and with our Services generally, which enables us to collect information about how you interact with our Services over time. The cookies that we use fall into three categories:

- **Necessary cookies:** cookies that are necessary to the basic functions and security of our Services. These include cookies that record service-related data, diagnostic usage and performance information that is automatically collected by our Services.
- **Analytic cookies:** cookies that measure how often you visit our Services and how you use them, and can be used to recognize you and remember your preferences or settings when you return to our Site, so that we can provide you with a more personalized experience.
- **Advertising cookies:** cookies that are used to collect information about your visit to our Services, including the content you have viewed, the links you have followed and information about your browser, device and your IP address, in order to tailor our marketing and other promotional offers to you.

Using cookies allows us to store your preferences so that we can customize our Services according to your individual interests and needs, speed up your searches, and recognize you when you return to our Services, among other business-purpose uses. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, pages or features, and better understand online activity. We also use third party service providers and partner with third parties that use cookies or other similar technology. All such third parties are subject to the terms of this Privacy Policy unless otherwise disclosed.

You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, certain parts of our Services will become inaccessible and certain features will not work correctly. Unless you adjust your browser settings to refuse cookies, our Services will issue them.

5. HOW DO WE STORE YOUR INFORMATION AND KEEP IT SAFE?

In Short: We aim to protect information you provide through a system of organizational and technical security measures.

We have implemented reasonable technical and organizational security measures designed to secure any Personal Information that we collect from you from accidental loss and from unauthorized access, use, alteration, and disclosure. Our technical measures include encryption of certain information, and our organizational measures include controls which limit access to information. However, the safety and security of your information also depend on you. Although we aim to protect the information you submit, transmission of information to and from our Services is at your own risk. You should only access our Services within a secure environment, keep your account credentials and password secure, and take special care in deciding which information you will provide to us. We are not responsible for circumvention of any Services privacy settings or security measures.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: *We keep information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as otherwise required or permitted by law.*

We will only keep your Personal Information for as long as it is reasonably necessary to fulfill the purposes set out in this Privacy Policy, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements. (For example: we may retain your Personal Information for a longer period in the event that a complaint is filed against us, or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.)

In determining the appropriate retention period for Personal Information, we consider the nature, amount, and sensitivity of the Personal Information, the risk of harm from any unauthorized use or disclosure of your Personal Information, and the purposes for which we process your Personal Information. We will either delete or anonymize your Personal Information when the applicable retention period ends.

7. DO WE COLLECT INFORMATION FROM MINORS?

In Short: *We do not knowingly collect data from or market to children or anyone under 21 years of age.*

Our Services are not intended for anyone under 21 years of age, including children. We do not solicit or knowingly collect Personal Information from anyone under 21 years of age. If you are under 21 years old, you are prohibited from providing any Personal Information about yourself to us. If we learn we have collected or received Personal Information from an individual under 21 years of age, we will delete that information, deactivate the account and take reasonable measures to promptly delete such information from our records. If you become aware of any Personal Information that we may have collected from children or anyone else under age 21, please contact us at privacy@theheirloomcollective.us.

8. DO WE SERVICE RESIDENTS FROM OUTSIDE MASSACHUSETTS?

Although we recognize that the Internet is an open-access space, we operate primarily as a brick-and-mortar business. Our physical store is located in the Hadley area in Massachusetts. We do not offer shipping services at this time. As such, while residents outside our geographic area are welcome to browse our Site and our Application, we are only able to offer our full Services to residents of Massachusetts.

9. WHAT ARE YOUR INFORMATION CHOICES?

In Short: *You control what information you submit or allow us to collect, and you may request to review, change, or terminate your account at any time.*

Consent Withdrawal & Account Information: If you would like to review or change the information in your account, terminate your account, or withdraw consent regarding your Personal Information at any time, you can contact us at privacy@theheirloomcollective.us. Upon your request to terminate your account, we will deactivate or delete your account and related information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms and/or comply with applicable legal requirements. If you withdraw consent regarding your Personal Information, it does not affect the lawfulness of our use of your Personal Information based on your consent before it is withdrawn.

Cookies and similar technologies: Most Web browsers allow you to choose your default settings and you can usually choose to set your browser to remove cookies and to reject cookies. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Site may then be inaccessible or not function properly.

Opting out of push notifications: If, after installing the Application, you determine that you no longer wish to receive notifications about our promotional and marketing offers, you can opt out of receiving notifications at any time by deleting the Application. You will then be removed from our internal messaging list – however, we may still communicate with you through any means that you have not cancelled or terminated – for example, through your account, or by e-mail, in order to service-related e-mails that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

10. HOW DO YOU DEPLOY CONTROLS FOR DO-NOT-TRACK FEATURES?

***In Short:** Our Site does not recognize Do-Not-Track browser signals at this time.*

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

11. HOW WILL YOU KNOW WHEN WE MAKE UPDATES TO THIS PRIVACY POLICY?

***In Short:** We will post a notice on our Site to notify you and we will update this Privacy Policy as necessary to stay compliant with relevant laws.*

It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our users’ Personal Information, we will notify you through a notice on the Site. Updates to this Privacy Policy will be effective as of the “Last updated” date and the updated Privacy Policy will be posted and accessible by the “Last updated” date. The date the Privacy Policy was last revised is identified at the top of the page. We encourage you to review this Privacy Policy frequently to be informed of how we collect and use information from you. You are responsible for ensuring we have an up-to-date active and deliverable e-mail address for you, and for periodically visiting our Site and this Privacy Policy to check for any changes.

12. HOW CAN YOU CONTACT US ABOUT THIS PRIVACY POLICY?

If you have questions or comments about this Privacy Policy, you may e-mail us at **privacy@theheirloomcollective.us** or by post to:

The Heirloom Collective, Inc.

38 Arborway

North Easton, MA, 02356

United States