

Thumb Roast Coffee, L.L.C.

PRIVACY POLICY

Effective Date: August 1, 2015

This Privacy Policy covers Thumb Roast Coffee, L.L.C. (hereafter, “TRC”) treatment of personally identifiable information that may be collected while you are on our website whether as a “Visitor” (i.e. simply browsing our website), or a “Member” (i.e. those that have registered with us for use of this website) (collectively, “Visitors” and “Members” may be referred to herein as “You” or “User”); when you order products or services, or when such information is shared with TRC’s business partners and affiliates as described below. The information collected on this site may be used in the manner described below by TRC, our affiliates, agents, subsidiaries, and trusted partners and acting on our behalf.

When this Privacy Policy uses the term "personal information," we mean information that identifies a particular individual, such as full name, street address, telephone number or email address.

We encourage you to review the entire policy. Please click on any of the links below to review that particular section.

Collection and Use of Personal Information

First, we collect anonymous, aggregate information from all Users of our website. Such information is generally not linked to any personally identifiable information and is primarily used in the aggregate to generate statistical reports about the use of our site. Our primary goal in collecting information from you is to provide you with a user experience that is fast, efficient, and error free, and to enable us to provide our products and services to you.

Additionally, we may also collect the following personally identifiable information from you:

- Contact information such as name, email address, street address, and phone number
- Billing information such as credit card number and billing address
- Demographic information such as age, gender, interests, country and zip code
- Location information about your specific location via GPS and/or other proprietary software location programs
- Unique identifiers such as user name and password

- Preference and other information such as product wish lists, order history, marketing preferences and cell phone carrier

We or one of our trusted partners and/or affiliates may use this information to:

- Send you requested updates and newsletters about special offers
- Send you requested product or service information
- Send an email, e-card, or text message to you (or to your friends upon your request when you provide their email address, and/or cell contact number)
- Fulfill your order
- Send you an order confirmation
- Respond to customer service requests, questions and concerns
- Administer your account
- Process information submitted with a request for purchase
- Send you marketing communications
- Administer promotions and sweepstakes you enter and notify you of the results
- Improve our marketing efforts
- Conduct research and analysis
- Display content based upon your interests

We also automatically collect information about your computer as you browse our site(s). Please see the Tracking Solutions section of this Privacy Policy.

Social Networks/Online Communities

We may presently, or in the future, enable you to create a profile for accessing blogs or online communities for sharing information such as sales offers, discount offers, messages, photos and videos. Please note that we cannot control the actions of others with whom you may choose to share your pages and information. We may also enable you to, in the future, post content from some of our sites to your profile on other social networks. You can access these services from our sites using Facebook Connect, Twitter, or other Open ID providers. These services will authenticate your identity and allow you to post and share certain personal or other information with that site. Please be aware that the privacy policy of that site will apply to any content you provide them in these instances. We do not allow these services to provide any personal information or content back to our sites or your profile with us unless you agree.

Transactions

TRC may provide you with the opportunity to purchase goods or services directly from our website. We use the personal information you provide in connection with a purchase to process and fulfill your request/order. This Privacy Policy applies to any such purchases/orders. In some instances, you may be directed to a third party site to initiate your transaction. These third party sites will be clearly identified and link to their own privacy policies so you know which company

is collecting your personal information. You should refer to those policies for any privacy-related concerns regarding your purchase with them.

Information Sharing

We will share your personal information with third parties in the ways that are described in this Privacy Policy.

We may provide your personal information to companies that help us with our business activities such as processing credit card transactions, closing/securing your order, assisting us in site operations, providing customer service and delivering email newsletters, and/or to enable these companies to sell you goods/services directly from their respective businesses. These companies are authorized to use your personal information only as necessary to provide these services.

We may also share your information:

- With TRC affiliates and representatives
- With reputable third parties in whose products or services we think you may have an interest
- With representatives of former affiliates
- As required by law, such as to comply with a subpoena or similar legal process
- When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud or respond to a government request
- In connection with a corporate change including a merger, acquisition or sale of assets
- To any other third party with your prior consent to do so

Choice/Opt-Out

You may choose to stop receiving newsletters, updates or marketing emails by following the unsubscribe instructions included in these emails. Some sites also allow you to change your email preferences within your online profile.

If you choose to join a mobile marketing list, please be aware that there are usually costs associated with receiving SMS (text) or MMS (multimedia) messages depending on your wireless carrier and plan. You should check with your mobile carrier to determine what charges apply before signing up to receive our updates via your mobile phone. If you would like to stop receiving messages from us on your mobile phone, please reply to the message with "STOP." You may also contact your wireless carrier for additional information on receiving or stopping mobile messages.

Tracking Solutions

We automatically collect information as you browse our site(s) such as the domain name, Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address

used to connect your computer to the Internet and other relevant statistics. Such information is sometimes referred to as web analytics and/or clickstream data.

We and our third party partners may use cookies and/or pixel tags to keep track of your visits, preferences and profile information. These may be used to enhance your experience on the site(s) including allowing you to remain logged in on the site(s). Cookies and pixel tags may also be used to collect general usage and aggregated statistical information that does not identify you personally. However, we and our third party partners may use cookies to store some of your preferences (including limited personal information) or to display content based upon what you view on our site(s) in order to personalize your visit with relevant advertising.

We and some of our third party partners may also use Flash cookies to store some of your preferences or personal information.

Security

The security of your personal information is important to us. When you enter sensitive billing information on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL). If you choose to use a third party payment option to pay for your order, its privacy statement and security practices will apply to your information. We encourage you to read that privacy statement before providing your information.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and after receipt. However, no method of transmission over the Internet or method of electronic storage is 100% secure and we cannot guarantee its absolute security.

Updating Your Personal Information

Our sites may offer different methods for updating your personal information. To review and update your personal information, please log in to your profile/account on each site where you have registered.

To update your billing or shipping information for purchases, please follow the customer service instructions in your order confirmation email.

Additional Information

Widgets - Our site(s) may include interactive mini-programs that provide specific services from another company (e.g., displaying digital news feeds), often referred to as widgets. You may have the opportunity to submit personal information, such as your email address, for collection through a widget. Browser or Flash cookies may also be set by a widget to enable it to function properly. Information collected by a widget is governed by the privacy policy of the company that created it.

Links to Other Site(s) - Our site(s) includes links to other site(s) whose privacy practices may differ from those of TRC. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any site you visit.

Children – We do not attempt to collect any personal information from those under the age of 13. If you feel that we have unknowingly collected information from someone under the age of 13, please contact us immediately and this information will be removed.

Changes To This Policy

By using our site(s), you agree to the terms of this Privacy Policy. We may amend this Privacy Policy at any time. If we make a material change to the way in which we collect, use, and/or share your personal information, we will send an email to users who have provided an email address or post a notice on our site(s) prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Questions Regarding This Privacy Policy

If you have questions or concerns regarding this Privacy Policy, you should first contact us via email below or by writing us at: 30 N. Howard Ave. Croswell, MI 48422

Or you can email: info@thumbroastcoffee.com to submit feedback online.