

Privacy Policy

Revised: November 30, 2021.

Effective: November 30, 2021.

This Privacy Policy ("**Privacy Policy**") is our way of sharing why and how we collect your information and how we use it. Please review this Privacy Policy carefully before submitting information to our website or our mobile website (together, the "**Site**") or our mobile application (the "**App**" and, together with the Site, the "**Service**"). The Service includes websites and mobile applications operated by LDF, Inc., a Colorado corporation, and its affiliated brands including Colorado Cold Brew™ (collectively, "**we**" or "**us**").

This Privacy Policy applies to your use of the Service and to the information you provide to us after being presented with or directed to this Privacy Policy. For example, this Privacy Policy applies when you share your information with our sales or service representatives or send us your information in a letter, email, or text.

We may change this Privacy Policy from time to time to reflect new ways that we may collect, process, use, store, destroy, or delete your information. When we post changes to this Privacy Policy, we will update the "Revised" date at the top of this page. The new Privacy Policy will be effective immediately when we post it on the Service.

Information We Collect and How We Use It

We collect the following kinds of information that you give us:

- Your name or your company or organization's name and contact information such as your delivery address, billing or mailing address, phone number, email address, and password.
- Your payment information such as your credit or debit card number, security or CVV code, and expiration date.
- Your contact history with us such as telephone call recordings; email, chat, text, and instant messages; or communications with our social media channels.
- Other information such as thank you notes, testimonials, blog posts, survey responses, participation in promotions, and other user-generated content.

We do not sell the information you give us. The reasons we collect information that you give to us and ways we use it include:

- Account registration. We need your name or your company or organization's name delivery address, billing or mailing address, phone number, email address, and password to create your account. This information is necessary for the performance of certain services and offerings on the Service and to fulfill our commitment to you when you place an order.
- Accept payment and provide refunds. We use your name or your company or organization's name, contact information, and payment information to process your payments and refunds and to comply with the law.

- Sending you account and order information. We use your name or your company or organization's name and contact information to deliver your transaction and account information, such as order confirmations, invoices, notification of changes to your account settings, and notices about the Service and our products.
- Training, analytics, and quality assurance and improvement. We may use information you provide to us to train our staff, improve our offerings and services, and perform other internal analytics and performance monitoring.
- Communication, marketing, and advertising. We may use information you provide to us to send you email about our new products or special offers, to personalize and deliver other communications to you, or to administer surveys or other promotional activities. If we send product or special offer promotional email to you, we will send no more than ten of these emails to you each year and you can tell us not to send these product or special offer promotional emails to you by sending an email to the Customer service email address listed in this Privacy Policy. If you request that we stop sending you product or special offer promotional email, we will continue to send you administrative and service email such as order and delivery updates and other important or transactional information.
- Improve the user experience. We use your communications and contact history with us and other information, such as additional profile information, to operate, protect, and improve the Service and to personalize and customize your user experience.

We collect the following kinds of information automatically from your use of the Service:

- Purchase history and saved items such as what you bought and what you've placed in your cart or saved.
- Log data and device information such as details about how you've used the Service, IP address, access dates and times, and page or product views or clicks.
- Geo-location information such as IP address, browser information, or mobile GPS information.
- Cookies, as described later in this Privacy Policy.

We do not sell the information we collect from your use of the Service. The reasons we collect information automatically from your use of the Service and ways we use it include:

- Customer service and deliveries. We use your saved products and purchase history to help you make a purchase, fulfil our obligations to you, and improve your customer experience.
- Improve user experience. We use your log data and device information to operate, protect, and improve the Service and your user experience.
- Maintain a secure environment. We use information we automatically collect from your use of the Service to comply with the law and to maintain and improve the security of the Service, our systems, and your information.
- Analytics, training, and quality assurance. We use information we automatically collect from your use of the Service to train our staff, perform internal analytics, detect and prevent fraud, and improve our offerings and services.

- Communication, marketing, and advertising. We use information we automatically collect from your use of the Service to provide the most relevant product or special offer promotional information to you.

The Service does not allow users to link, connect, or login using third-party accounts such as a Google, Facebook, Instagram, or Twitter account and we do not collect information from these third-party service providers. We collect demographic information from third-parties such as Experian Mosaic. We do not sell the information we collect from third parties. We use information we collect from third parties to perform internal analytics and improve our products and services.

When We Share Your Information:

We share your information with third parties only as described in this Privacy Policy, with your consent, or as disclosed at the time we collect your information. We may anonymize your information and share such anonymized information with third parties for any purpose permitted by law.

We share your information with the following recipients to provide the Service, our products and services, and related third-party services and offerings:

- LDF Inc. affiliates including LDF Plant, Inc., a Colorado corporation.
- Companies that help us deliver products to you such as suppliers and logistics professionals.
- Professional service providers who help us run our business, such as marketing companies, software vendors, and advertising partners.
- Companies approved by you, such as payment processors and card issuing banks.
- Government and law enforcement agencies to comply with a legal or regulatory requirement; enforce our terms of use or other policies; or prosecute our legal remedies or defend against claims.

Cookies

Cookies are small text files that are stored by your internet browser on your computer. When you use the Service, we use cookies to personalize and improve your user experience, analyze traffic on the Service, and optimize performance and content. You can prevent the use of cookies by changing the settings in your web browser so that your browser does not accept new cookies, informs you about new cookies, or deletes all previously received cookies. By deleting or disabling future cookies, your experience using the Service may be affected and you might not be able to use certain functions such as storing items in your cart between visits, customizing your Service experience.

Thank You Notes and Blogs

The Service may offer publicly-accessible thank you notes and blogs. Information you provide or allow us to post in these areas may be read, collected, and used by others. You can

request that we remove your information from any of these areas by sending an email to the Customer service email address listed in this Privacy Policy. In some cases, we may be unable to remove your information.

Security Measures

The security of your information is important to us. We use appropriate safeguards to protect your information from unauthorized use, disclosure, and loss. We use current industry-standard encryption technology and protocols to protect your information during transmission across the internet. We use a PCI-compliant payment service provider using a secured network to process your payments, and our payment information collection and storage methods are PCI-compliant.

Keeping Your Information

We will keep your information for as long as you have an account or as long as we need it to fulfill the purpose for which we collected the information. We may also keep some of your information as long as we are allowed or required to do so by law, to resolve disputes, to prevent fraud or abuse, to enforce our terms of use, or for any other permissible purpose. When we no longer have a need to keep your information, we will either delete it from our systems or anonymize it so that it no longer identifies you.

Children's Privacy

The Service is not directed to children and we do not knowingly collect information from children under 13. If you are a parent or guardian and believe that we have information about your child, please contact us by sending an email to the Owner contact email address listed in this Privacy Policy. To learn more about how to protect your child online, visit the FTC's www.OnGuardOnline.gov.

Visitors from Outside of the United States

The Service is hosted in the United States. If you are using the Service from outside the United States, your information may be transferred to, stored, and processed in the United States in accordance with this Privacy Policy and U.S. laws. Data protection and other United States laws may not be as comprehensive as the laws or regulations in your country or may otherwise differ from the data protection or consumer protection laws in your country. By using the Service, you consent to the transfer of your information to us as described in this Privacy Policy.

How to Contact Us

We always want to hear from you - especially about your questions, comments, or concerns about our privacy practices. Please don't hesitate to contact us at:

LDF, Inc.
920 Coffman Street
Longmont, Colorado 80501

Owner contact email: Policies@LongmontDairy.com

Customer service contact email: CustomerService@LongmontDairy.com

Owner contact telephone number: (303) 776-8466.

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