

## PRIVACY POLICY

Welcome to the T.K. Farmer mobile and online websites, owned by T.K. Farmer, LLC (the "Company"), located at <http://www.tkfarmer.com> (the "Website"). Please read the following terms and conditions ("Terms") of this Privacy Policy carefully before using the Website. Without any additional action on your part, your use of, access or viewing of, or submission of any content to or through the Website is subject to, and constitutes your irrevocable acceptance of and agreement with, these Terms.

With our commitment to provide our users with the highest quality service, you can be assured that we will protect your online privacy as stated in the terms of this policy. The Privacy Policy does not apply to written correspondence or telephone conversations, or any other method of obtaining information that you voluntarily provide to us, but strictly to information gathered online from the Website.

**What Information We Collect.** Some features on the Website ask you for personal information. This information currently includes, but is not limited to first and last name, address and email address. This information is collected during the following types of activities you may undertake on the Website:

- Registering to receive email newsletters
- Entering a contest or sweepstakes
- Participating in surveys or special promotions
- Participating on social media accounts
- Participating in communities or forums on the Website
- Submitting user generated content on any part of the Website that permit it
- Knowingly volunteering information on any other part of the Website (e.g., request for customer service)

We may also capture certain non-personal information such as the browser, operating system or the type of search engine you are using. We may also collect general demographic information about our Website users. This information creates a broad picture of our population rather than focusing on any one individual.

This information is used to continually refine our content and to identify the most popular areas of our Website.

**How We Use This Information.** We use this information to better serve our users. For example, the information gathered might be used when updating information on the Website. We may use the information you provide about yourself or others to fulfill service requests or to respond to inquiries about offerings. Also, we might use the information to offer other products, programs or services that may be of interest to you.

To better provide products and services that would interest you, we may combine information we receive with outside records to enhance our ability to market those products or services.

**We Protect Your Privacy.** Collected information is stored on the Website hosting company's computers and accessible only by authorized users and personnel. Neither the Company, nor the hosting company, sells or trades your personally identifiable information to any third-party.

**Third-Party Service Providers** – The Company engages third party service providers to perform functions on its behalf, such as website hosting, newsletter maintenance, marketing, analytics, customer service, etc. These entities have access to your personal information only as needed to perform their functions and they are obligated to maintain the confidentiality and security of that

personal information. Each of these entities has their own applicable terms of service and privacy policies.

**Third-Parties With Whom We Do Business** – The Company may share your personal information with certain third parties with whom it does business, such as promotional co-sponsors, so that they can provide you with special offers, promotional materials, and similar materials that may be of interest to you. Although our treatment of your personal information is governed by this Privacy Policy, the third party's treatment of your personal information will be governed by its privacy policy.

**Disclosure Required By Law** – The Company may also use or disclose personal information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on the Company; (b) protect and defend our rights or property, the Website or our users, and (c) act under emergency circumstances to protect the personal safety of us, our affiliates, agents, or the users of the Website or the public.

**Customer Choice.** The Company allows users to opt-in to newsletters that are of interest to them. The Company uses email addresses for the purpose of informing subscribers of news and other related topics. The Company will not share the information we collect with our partners or third parties.

If you no longer wish to receive promotional communications from the Company, opt-out by clicking on the hyperlink at the bottom of any email you receive or you can send an email to [tkfarmer@takfarmer.com](mailto:tkfarmer@takfarmer.com) requesting to be unsubscribed from any further emails. Please note that you cannot opt-out from emails regarding your account information.

**Social Media.** The Website provides visitors with the ability to register, log into, “like” or otherwise interact with third party social media services, such as Facebook and Twitter. These features may enable integration and/or access to your social media accounts. The Company does not control these social media services or your profiles on these services, and it does not establish privacy settings or rules for how your personal information on these services will be used. If you choose to log on to or submit information through any of these social media services, your personal information will be subject to the applicable social media service's terms and conditions and the current privacy settings you have selected for such services. By accessing any social media service, you assume the risk that your personal information on that service may be viewed and/or used by third parties (known or unknown) for any purpose. You agree the Company is not responsible for any acts or omissions by these social media service providers.

In addition, by choosing to log in to our Website using your credentials from a social media service, you are asking that service to send the Company certain information from your account with the service, and you authorize the Company to collect, store and use such information in accordance with the Terms of this Policy.

**Use Of Cookies Or Other Data Collection Tools.** A cookie is a piece of information that a web server may place on your computer when you visit a website. Cookies are commonly used by websites to improve the user experience and have not been known to transmit computer viruses or otherwise harm your computer. Many cookies last only through a single website session or visit. Others may have an expiration date, or may remain on your computer until you delete them.

We may use cookies for a number of purposes - for example, to maintain continuity during a user session, to gather data about the usage of our Website for research and other purposes, to store your preferences for certain kinds of information and marketing, or to store a user name or encrypted identification number so that you do not have to provide this information every time you return to our Website.

Our cookies will track only your activity relating to your online activity on this Website, and will not track your other Internet activity. You can decide if and how your computer will accept a cookie by configuring your preferences or options in your browser. If you choose to reject cookies, that will not affect your use of our Website features. We may occasionally use other companies to set cookies on our websites and gather cookie information for us. We use the cookie information gathered by these companies in the same manner as stated above.

**Acceptance of Terms.** By your online usage of the Website, you agree to accept the Terms of this policy. Any improper conduct or misuse of the Website will not be tolerated and we reserve the right to release to third parties any personal information regarding users who violate the terms of the policy, or use the Website for fraudulent or illegal purposes.

**Indemnification.** You will indemnify, hold harmless and defend the Company and its members, managers, affiliates, attorneys, licensors, successors, or assigns from and against any claim, action, demand, cause of action, suit, proceeding, loss, cost, expense, damage, debt or liability, including reasonable legal costs and attorneys' fees, alleged or asserted by any person or actually incurred by the Company, which arises out of or relates to: (a) your use or of the Website; (b) your breach or violation of any of these Terms; or (c) your breach or violation of any third party right, including any property, publicity or privacy right. Additionally, the Company reserves the right to assume the exclusive defense and control of any action, proceeding or matter subject to indemnification by you, whereupon you agree to cooperate with the Company in asserting any available defense.

**Changes to Privacy Policy.** The Company may revise or modify this Privacy Policy, either in whole or in part, at any time without prior notice to you, and such revisions and modifications will supersede this version. You will be bound by any such revisions or modifications and should, therefore, visit this page each time you access the Website to review the then-current Privacy Policy. Print off or save a local copy of the then-current Privacy Policy for your records.

**Questions about the Privacy Policy.** If you have any questions about this Privacy Policy, please contact us at [tkfarmer@takfarmer.com](mailto:tkfarmer@takfarmer.com).

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