

BEAVER LAKE FARM, LLC

PRIVACY POLICY

Beaver Lake Farm, LLC (“we”, “us”, “our” or “BLF”) values your patronage and respects the privacy and security of your personal information that you may share with us when you visit and/or access our website, when you contact us directly by telephone or email, and through the use of certain third parties (collectively referred to as the “**Services**”). This privacy policy (“**Privacy Policy**”) describes the personal information we collect in connection with your use of our Services and will govern how we use and process that information, how we share it with third parties and how it is protected and stored. It also tells you how to contact us if you have questions about your personal information. If you do not consent to any of the terms included in this Privacy Policy, please do not use, or if you are already using, immediately discontinue your use of, our Services.

Information we collect

When you use our Services, you may provide us with (and/or we may collect) contact and other personal information such as your name: preferred contact details, including postal address, telephone number, and email address; company name and your title; and payment information (which may include your credit card or debit card number) and any non-public information about you associated with any of the foregoing. We may also collect, store, process and use information contained in any communications that you send to us by email or through our website. In addition, our server may automatically log the standard data provided by your web browser, which may include your computer’s Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the time spent on each page, and other details.

When you use our Services, you may also be using the Services for other people visiting BLF with you or on behalf of someone else. In such event, we point out, and you acknowledge and agree, that it is your responsibility to ensure that the person or people you’ve provided personal information about is/are aware that you’ve done so and have accepted how BLF uses their information (as described in this Privacy Policy.)

When you use the Services, we might collect information (directly or through third parties) about the websites you visit, the type of device and browser you are using, your device identification number, your precise physical location, bandwidth used, session time, etc.

Certain portions of the information you provide us may also be used to create, store and update your personal profile, which is not for public viewing.

BLF does not sell, names, addresses, e-mail or other personal information. BLF does not knowingly collect personal information from children under the age of thirteen (13) without parental consent. If it is determined that such information has been inadvertently collected from anyone under the age of thirteen (13), we shall immediately take the necessary steps to ensure that such information is deleted from our system's database. Anyone under the age of thirteen (13) must seek and obtain parental or guardian permission to use this website. **If you are a user under the age of thirteen (13), please do not visit our website or use our Services.**

How we use information we collect and receive

First and foremost, we use the information we collect from you to complete and administer your request for information or food orders and to create and maintain your profile at BLF. This includes sending you communications related to your reservation, including confirmations, modifications, and reminders, which may be via email, direct mail, phone or text message.

We may also use the information we collect for our own marketing purposes including, but not limited to, notifying you of special promotions, offers, newsletters and events via email, direct mail, social media, text message and other means.

We encourage our guests to review the quality of our Services and their experience when they visit BLF or enjoy our food products. To that end, you (as well as people traveling with you) may be invited to submit such a review, which may include photos. By completing a review, you are agreeing that all such content can be displayed on our website and related social media accounts and shared with our third party service providers.

We may also collect, process and use the information we obtain for non-marketing purposes such as (i) to enable you to access and use our website and associated social media platforms; (ii) to contact and communicate with you, including but not limited to customer service, support and assistance; (iii) for internal record keeping and administrative purposes; (iv) for analytics, indexing, market research and business development, including to operate and improve our website and associated social media platforms; (v) processing, fulfilling, and tracking reservations, (vi) to analyze guest needs and preferences and to tailor the Services to those needs (vii) complying with legal and regulatory requirements and protecting and defending BLF and its affiliates against legal actions or claims; (viii) customizing your experience while visiting, using and/or accessing the website (ix) satisfying contractual obligations; and (x) payment processing, fraud detection and collection of debt.

Disclosure of personal information to third parties

We do not share your personal information with third parties except as described in this Privacy Policy. We may disclose personal information to third party service providers for the purpose of enabling them to provide their services, including, without limitation, IT service providers, data storage, hosting and server providers, ad networks, indexing and analytics tools (including, but not limited to Google Analytics located at www.google.com/policies/privacy/partners/ or any other URL Google may provide from time to time), payment processors, maintenance or problem solving providers, and marketing and advertising providers. We may also disclose your personal information to third parties as required by law, policies and regulations relating to the collection of personal information from our visitors and any investigations related to any of the above.

In the course of using social networking sites in connection with the Services, you may elect to post content. If so, we will provide information to such sites in accordance with your elections. You acknowledge and agree that you are solely responsible for the use of such sites and it is your responsibility to review the terms of use and privacy policies of such sites. BLF is not responsible or liable for the accuracy of content or information on any such site or your use of such site. Your photos, posts, friends and other content you post through the Services will be publicly available and we may display this content through the Services and further distribute to a wider audience through third party sites and service providers.

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy or sale of assets, your personal information may be shared, sold or transferred as part of that transaction. We may also share your personal information with the BLF corporate family, including its parents, subsidiaries, and affiliated companies.

California Residents Privacy Rights

BLF may collect information that you provide to us or that we learn about you from your use of our website as described in this Privacy Policy. Under California law, once a year, BLF visitors/users of our website who are California residents may request certain information about our disclosure of your personal information to unaffiliated third parties for direct marketing purposes. BLF does not disclose any personal information to unaffiliated third parties for these purposes.

To request your personal information under California law, please contact us using the contact information below, using “California Privacy Rights” as the heading or subject matter of your email communication.

Information for users outside of the United States

This Privacy Policy describes our information collection, use, protection and sharing practices in the United States. The United States may not offer a level of protection as great as that offered in other jurisdictions. In jurisdictions outside of the United States where we are subject to different or more restrictive local laws we may adjust our practices in those jurisdictions to comply with local laws. Otherwise, we make no representation that the practices described in this Privacy Policy are compliant with laws outside of the United States that apply to the collection, security, use and disclosure of information. If you are a non-U.S. user of the Services, by providing any personal information to us, you acknowledge and agree that your Personal Information may be processed for the purposes identified in this Privacy Policy and expressly consent to such transfer and processing, which may be less stringent than and less protective of Personal Information than the laws in your country. |

Your rights and controlling your personal information

By completing any online orders or requests for information and providing personal information to us, you consent to us collecting, storing, using and disclosing your personal information in accordance with the terms of this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect your use of this website and the services offered on or through it. We will collect, use or share your personal information with third parties other than as described herein only if you give us explicit permission to do so.

You may choose to restrict the collection or use of your personal information as described in this Privacy Policy or be removed from our e-mail data base and opt-out from the receipt of communications (including marketing communications) from us. If so, please contact us using the details below or opt-out using the opt-out facilities provided in the communication. In the unlikely event an opt out selection is not effectively processed and further communication is received, you must notify

BLF that unwanted communication was received, and BLF must be provided an opportunity to correct the error. In addition, if you opt out of receiving general communications we may still send you communications relating to your personal profile or transactions, and other non-marketing communications.

You may request details about the personal information that we hold about you, and a copy of that personal information. You may request that we erase the personal information we hold about you at any time. You may also request that we transfer this personal information to another third party.

If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the details below. We will take reasonable steps to correct any such information.

Cookies

We use and send “cookies” to collect information about you and your activity across our website. A cookie is a small piece of data that our website stores on your computer and allows us to recognize and access your computer each time you visit so we can understand how you use our site. This helps us serve you content based on preferences and to enhance your navigation of the website (e.g., allowing you to log on faster) and advertise to you. A cookie may also convey information to us about how you use the website (e.g., the pages you view, the links you click on and other actions you take while visiting the website). This allows us (or our third party service providers) to track your usage of the website over time.

If you do not wish to receive cookies, please refer to your Internet browser to learn how to block all cookies or receive a warning before a cookie is stored. However, if you choose not to receive cookies from BLF, some features of the website may not function properly if the ability to accept cookies is disabled.

Pixel Tags

We also use “pixel tags”, which are tiny graphic images with a unique identifier, similar in function to cookies, which are used to track online movement of our website users. In contrast to cookies, which are stored on a user’s computer hard drive, pixel tags are embedded in visibly in web pages. Pixel tags allow us to send e-mail messages in a format users can read, and they tell us whether e-mails have been opened to ensure that we are sending only messages that are of interest to our users. We may use this information to reduce or eliminate messages sent to a user. We do not tie the information gather by pixel tags to our users’ Personal Information.

Limits of our privacy policy

Through this website, we may link to external ties, websites or platforms that are not operated by us. Please be aware that we have no control over the content and policies of those sites, and cannot accept responsibility or liability for their respective privacy policies, practices and/or procedures. We recommend that you review and understand the privacy policies posted on any linked sites you visit before using those sites or providing any personal information.

Security

BLF uses commercially reasonable physical, electronic, and procedural safeguards to protect your personal information against loss or unauthorized access, use, modification, or deletion. When you enter sensitive information (e.g. a credit card number) on our registration or order forms, we encrypt that information using secure socket layer technology SSL. However, no security

program is foolproof, and thus, we cannot guarantee the absolute security of your personal or other information.

Changes to this privacy policy

At our discretion, we may change this Privacy Policy to reflect current acceptable practices. We will take reasonable steps to let users know about changes via our website. You should consult this Privacy Policy regularly for any changes. We will change the effective date (see below) as necessary. Your continued use of this website after any changes to the policy will be regarded as acceptance of our practices around privacy and personal information.

How to contact us

If you have any questions or concerns regarding this Privacy Policy related to our website or Services, please feel free to reach out and contact us at the following email, telephone number or mailing address:

Email: info@beaverlakefarmny.com

Telephone number: 914 565 1835

Mailing Address:

Beaver Lake Farm
243 Beaver Lake Road
Livingston Manor, NY 12758

This Privacy Policy is effective as of June 26, 2019