

# Privacy Policy

The web sites located at yesterlandfarm.com is operated by YesterLand Farm, LLC ("YesterLand Farm," "we," "us," or "our"). The Sites include those web sites expressly identified above as well as all other web sites belonging to, controlled and/or operated by YesterLand Farm, and these Terms and Conditions will apply to each of the Sites. YesterLand considers your right to online privacy of utmost importance. We recognize that when you choose to disclose information about yourself, you trust us to act in a responsible manner. We have put this Privacy Policy in place to better explain how we use the Personally Identifiable Information and Non-Personally Identifiable Information (both as described below) that you provide to us during your use of the Sites.

This Privacy Policy applies to all users who register and anonymous users as described in further detail below. Registered users and anonymous users are referred to in this Privacy Policy as "users" or "you." This Privacy Policy covers all Personally Identifiable Information and Non-Personally Identifiable Information that is collected through our Sites. It does not, however, apply to entities or web sites that we do not own or control, such as applications and web sites accessing any social networking platform of ours. By using or accessing the Sites, you agree to our privacy practices outlined in this Privacy Policy.

## Information We Collect

We collect both Personally Identifiable Information and Non-Personally Identifiable Information. "Personally Identifiable Information" may be collected through and include the types of information described as Registration Information, Personal Site Use Information, and Personal Social Networking Information.

We use both Personally Identifiable Information and Non-Personally Identifiable Information collected through the Sites to learn more about how our visitors use the Sites and to measure areas of interest. This allows us to build features and functionality that will enhance your experience and to identify, incorporate or integrate certain third party services or solutions that may enhance your experience on the Sites.

### *Non-Personally Identifiable Information*

We keep track of the pages visited by each user. This information does not identify you personally. We refer to this type of information in this Privacy Policy as "Non-Personally Identifiable Information." Our web server automatically collects some information about you when you request pages from our server, including your IP address. Your IP address is a number that is used by computers connected to the Internet to identify your computer so that data (such as the web pages you request) can be sent to you. We aggregate this data with data on the pages visited by other users to track overall visitor traffic patterns. We use this information to improve the Sites by making it more responsive to the needs and preferences of our users.

### *Use of Cookies and Web Beacons*

We use cookies and web beacons to collect Non-Personally Identifiable Information from the Sites. A cookie is an entry in a text file or folder on your hard drive. A web beacon is a file located on the Sites that tracks your viewing of pages within the Sites. We use cookies and web beacons when you register on the Sites so that on subsequent visits to the Sites we can remember your specified area of interest and any other information you have saved. Cookies and web beacons make the Sites easier to use and help us customize advertising and Site features. Cookies and web beacons also enable us to provide you with a better experience by allowing us to understand what areas of the Sites are of interest to our visitors. This Non-Personally Identifiable Information which is gathered in our log files is not linked to any Personally Identifiable Information and only utilized for aggregate statistics. We may also use technologies, such as our own cookies, to provide you with personalized online display advertising tailored to your interests

We can only read cookies from our own Sites. You may choose to disable cookies in your browser. If you choose to disable cookies, you can still access many of the pages within the Sites.

We may use the services of third parties to collect and use anonymous information about your visits to and interactions with our website through the use of technologies such as cookies to personalize advertisements for goods and services. To learn more, or to opt-out of receiving online display advertisements tailored to your interests by our third party partners, visit the Network Advertising Initiative at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

### *Personally Identifiable Information*

The term "Personally Identifiable Information" as used throughout this Privacy Policy means any information containing personal identifiable traits of a particular user and that is of the type of information described in one of more of the following categories of personal information collected from users of our Sites, as described in detail below: Registration Information, Personal Site Use Information, and Personal Social Networking Information.

**Registration Information.** In order to participate in certain features on our Sites, you will be required to register an Account. During the registration process, you will be asked to provide Personally Identifiable Information such as your name, e-mail address, mailing address and/or date of birth. We refer to this Personally Identifiable Information as "Registration Information" in this Privacy Policy. We may use a third party company to authenticate and validate Registration Information you provide to us. In that case, your Registration Information is merged with information provided by the third party for our internal marketing purposes. The Registration Information you provide may be combined with marketing research from internal and external sources in order to determine shopping and informational preferences. We may use third-party services to facilitate targeted communications intended to be geared to your interests. In addition to these service providers, we may share your Registration Information with our business partners as described below under the heading "Sharing Personally Identifiable Information."

**Personal Site Use Information.** We may use software and other technology to gather Personally Identifiable Information about services you request and the various pages that you visit within the Sites in order to customize your experience and to gather marketing information. We refer to this Personally Identifiable Information as "Personal Site Use Information," which we may use together with your Registration Information to better understand your needs, to adjust the Sites to your personal preferences, to send to you via e-mail or postal mail newsletters, new product announcements, coupons, new features of the Sites or other information about our business partners that we feel may be of value to you, and for other similar business purposes. In order for us to deliver materials to you, we may need to provide your name and e-mail address to our service providers who supply this e-mail service to us. We may also use a third party vendor to authenticate and validate Personal Site Use Information you provide to us. In that case, the vendor will merge your Personal Site Use Information with information provided by the vendor for our internal marketing purposes, or we may merge your Personal Site Use Information with data that has been provided to us by the vendor. The Personal Site Use Information you provide may be combined with marketing research from internal and external sources in order to determine shopping and informational preferences. We may use third-party services to compile data and to facilitate targeted communications. These communications may be sent to you via display content on our Sites (such as links to articles, coupons or other information) or via emails, text or ground mail sent by us or by other businesses to you referencing products or services that our research indicates may be geared to your interests. In addition to marketing research service providers, we may share your Personal Site Use Information with our business partners as described below under the heading "Sharing Personally Identifiable Information."

**Personal Social Networking Information.** If you participate in our social networking features, in addition to providing Registration Information and Personal Site Use Information, you may also provide other Personally Identifiable Information regarding your interests, hobbies, activities, geographic location(s), likes and dislikes. We may also collect Personally Identifiable Information about you that we receive from other users, such as data that is generated when another user tags you in a photo, video, or place, provides details about you, or indicates a relationship with you or from other Personally Identifiable Information that becomes available to us during user to user online sessions. We may keep track of transactions and connections that you make, applications that you use, feedback that you give to others,

content that you provide or upload, and other actions that you take on the Sites during your use of the Sites' services, programs and features. We may also use importer tools that will collect e-mail addresses of people you know so that you can add them to your contacts. Additionally, applications or web sites that you use through our social networking platform may be designed to automatically transmit to us Personally Identifiable Information about actions you take. Advertising partners may tell us how you, as a user, responded to the ads you viewed on our Sites (or how you acted if you did not view certain advertising on our Sites). This data sharing, commonly known as "conversion tracking," helps us measure our advertising effectiveness and improve the quality of the advertisements you see. We may also receive information about whether or not you've seen or interacted with certain ads on other sites in order to measure the effectiveness of those ads. All of the inform Personally Identifiable Information gathered by the means described in this paragraph is considered "Personal Social Networking Information."

We may use Personal Social Networking Information to customize your interactions and to offer you via on-Site advertisements, e-mail, texts, or postal mail newsletters, product announcements, coupons, new features of the Sites or other information about our business partners that we feel may be of value to you, and for other similar business purposes. In order for us to deliver materials to you, we may need to provide your name, e-mail address and/or phone number to our service providers who supply e-mail or text services to us. We may also use a third party vendor to authenticate and validate Personal Social Networking Information you provide or that is provided to us. In that case, the vendor may merge your Personal Social Networking Information with data provided by the vendor for our internal marketing purposes, or we may merge your Personal Social Networking Information with data that has been provided to us by the vendor. The Personal Social Networking Information you provide may be combined with marketing research from internal and external sources in order to determine shopping and informational preferences. We may use third-party services to facilitate targeted communications intended to be geared to your interests. In addition to marketing research service providers, we may share your Personal Social Networking Information with our business partners as described below under the heading "Sharing Personally Identifiable Information."

### **Protection of Personally Identifiable Information**

We may upload, process, catalog, and merge various types of Personally Identifiable Information collected through the Sites and store that Personally Identifiable Information in one or more databases located on secured servers behind our firewall. These databases are located in the United States. By using the Sites, you agree to the transfer, collection, processing, and use of your Personally Identifiable Information by or through the Sites. Some of the Personally Identifiable Information you may enter on our Sites may be transmitted securely via Secure Sockets Layer (SSL), 128 bit encryption services. Pages utilizing this technology will have URLs that start with HTTPS instead of HTTP. We also have a managed firewall in front of the Sites which protects data stored behind the firewall.

### **Sharing Personally Identifiable Information**

In addition to the above uses, your Registration Information, Personal Site Use Information, and Personal Social Networking Information may be shared with selected third party product or service providers with whom we partner. By sharing Personally Identifiable Information, our business partners may provide you with written or electronic product offers that may be of interest to you. In certain instances you will have an opportunity to limit this sharing at the time the Personally Identifiable Information is collected.

By posting messages, uploading files, or otherwise submitting any opinions, ideas, suggestions, and other feedback through the Sites to us for display on the Sites, or to other users on the Sites, you are granting us a cost free, royalty-free, perpetual, non-exclusive, unrestricted, worldwide license to use the submitted content without restriction, including, without limitation, the right to copy, store, reproduce, modify, adapt, display, translate, transmit, perform, publish, create derivative works from, and to sublicense these rights to third parties. The foregoing license shall include the right to exploit any property rights in such submitted content, including but not limited to rights under copyright, trademark, service mark or patent Laws under any relevant jurisdiction. Nothing contained in this Privacy Policy shall limit or otherwise affect these rights. Please note that we will fully cooperate with any court order or other legal process and will provide your Personally Identifiable Information to the extent required in any legal proceeding. In addition, when you use the Sites, you may choose to form connections with third parties (for example by "friending" or "liking" a third party). By virtue of forming those connections, you may

automatically provide these vendors with Personally Identifiable Information. These third parties are not subject to this Privacy Policy and we do not control the use that these third parties may make of the information that you provide to them.

You may choose to visit web sites owned or controlled by third parties ("Third Party Sites") through "Links" or "Banner Ads" that are provided on the Sites as a convenience to you. If you do so, please be aware that a Link or Banner Ad to or from a Third Party Site does not imply that we endorse the content on or the business of the Third Party Site. You are responsible for determining the integrity and reliability of the information on the Third Party Site. In accordance with our Terms of Use, we are not responsible for the content, accuracy, or opinions expressed on any Third Party Site. We will not, and are under no obligation to, investigate, monitor or check the Third Party Sites for accuracy or completeness, or for any obscene, scandalous, inflammatory, pornographic, indecent, profane, defamatory or unlawful content or materials. If you decide to leave the Sites and access a Third Party Site, you do so at your own risk. We are not responsible for the privacy policies applicable to Third Party Sites. Once you link to a Third Party Site, this Privacy Policy is no longer in effect.

### **Limiting the Sharing of Personally Identifiable Information**

You are not required to register an Account, and therefore you are not required to submit any Registration Information. Accordingly, if you would like to limit our access your Personally Identifiable Information please do not register, in which case you may not have access to certain features of this Site.

If you sign up for an electronic newsletter, e-mail, texts or periodic correspondence from us, each message will include instructions on how to "unsubscribe" from that correspondence list.

If you need assistance in updating any Personally Identifiable Information you have provided to us, please contact our Customer Support team at [fun@yesterlandfarm.com](mailto:fun@yesterlandfarm.com). To aid our processing of your request, please include your contact information (name, address, e-mail), the name of the service to which you register or to which you need the changes applied, and the details of the change (e.g., update email address, unsubscribe from a newsletter). Any and all updated Personally Identifiable Information that you provide to our Customer Support will also be covered by this Privacy Policy.

**Children's Privacy** IF YOU ARE UNDER 18 YEARS OLD, PLEASE READ THIS MESSAGE WITH YOUR PARENTS BEFORE YOU VISIT OUR SITES. PLEASE ASK QUESTIONS ABOUT ANYTHING ON THE SITES THAT YOU DO NOT UNDERSTAND. IF YOU ARE UNDER AGE 13, YOUR PARENT MUST PROVIDE PERMISSION BEFORE YOU SUBMIT ANY INFORMATION ABOUT YOURSELF ON THE SITES. IF YOU ARE THE PARENT OF A MINOR WHO IS USING THE SITES, PLEASE READ THIS MESSAGE IN ITS ENTIRETY AND NOTIFY US IF YOU HAVE QUESTIONS.

The Sites comply with the Children's Online Privacy Protection Act ("COPPA"). We do not collect personal information online from children under 13 without their parent's or legal guardian's consent. Please note that children may visit the many educational and informational pages on our Sites as a non-interactive observer without being required to disclose any Personally Identifiable Information. Users of all ages can visit educational and informational pages, social networking pages, and interactive pages of our Sites to learn about various outdoor activities, play games, chat with friends, and participate in other activities. If a child under 13 desires to participate in interactive portions of the Sites he or she will be required to provide certain Personally Identifiable Information, as described; however, we will not permit a child under 13 to access those pages without the written consent of his or her parent or guardian. Please see the Sections below titled "Registration of Children Under 13" and "Use, Collection and Restriction of Personally Identifiable Information of Children Under 13" for more details. If we receive the parent's or guardian's consent, we will only collect Personally Identifiable Information from a child under 13 that is absolutely and reasonably necessary for that child to participate in the interactive features for which the parent or guardian has granted consent. We also have pages where a user over the age of 18 can purchase products or services from our retail partners. Note that you must be age 18 or older to make any of these purchases. If you are under age 18 and wish to purchase products or services, you must ask your parent or guardian to do so on your behalf.

*Registration of Children Under 13*

Any user who wishes to participate in the interactive portions of our Sites or use pages that require an Account will be asked to register and provide the Registration Information described in this Privacy Policy. On the registration page, a user will be asked to check a box if he or she is under 13. In addition, our "Contact Us" page allows users to send us correspondence, but your child must either check the box indicating that she is over 13, or that she is under 13 and has your consent to send the correspondence. When the box indicating a user is under age 13 is checked on either the registration or Contact Us page, the child will be required to provide a full mailing address and fax number for his or her parent or guardian. We will then send that child's parent or guardian a letter by mail and/or by fax describing our Sites, the interactive pages the child desires to access, and the type of Personally Identifiable Information to be collected from that child. The parent or guardian must provide written consent in direct response to that letter, including consent to the type of Personally Identifiable Information the child may provide, consent to our use of that Personally Identifiable Information, consent to the child's access and use of the Sites' interactive features, including registration for an Account, and a means for us to verify the identity of that parent or guardian. Upon proper identification, we will register the child for an Account and provide the permitted access and user rights to all interactive pages to which the parent or guardian approves. The child's Personally Identifiable Information will be used in the manner described in this Privacy Policy.

#### *Use, Collection and Restriction of Personally Identifiable Information of Children Under 13*

As part of our compliance with the COPPA rules and regulations, once a child under 13 is registered as a Site user, parents or guardians have the right, at any time, to review the Personally Identifiable Information we have collected online from their child, request deletion of some or all of the Personally Identifiable Information, request the correction of factual errors in such Personally Identifiable Information, revoke future access to the interactive Site features, or refuse to allow further collection or use by us of Personally Identifiable Information by contacting us directly via the mailing address and/or fax number we have provided in our initial contact letter or through the "Questions?" section of the Sites. Please note that in order to protect you and your child's privacy and security, we will take reasonable steps to verify your identity before granting you access to the Personally Identifiable Information that we collect and maintain about you or your child. If a parent or guardian asks us to delete their child's Personally Identifiable Information from our marketing database, we may have to remove that child's access to certain interactive activities and portions of our Sites.

We encourage parents to go online with their children, to identify privacy policies for their children, and to instruct their children to refrain from disclosing any Personally Identifiable Information on the Internet (including their name, address, phone number, or name of school), unless supervised by a parent or responsible adult. Parents and guardians should understand the sites their children visit, monitor those sites for appropriate content, and confirm that those sites' privacy policies are consistent with COPPA. There are parental control protections (such as computer hardware, software, or filtering services) are commercially available that may assist you in limiting access to material that is harmful to minors. Information identifying current providers of such protections is available at the American Links Up web site, <http://www.netparents.org>. If you have questions regarding children's privacy on the Sites, please contact us through the Contact Us page or, if you are a parent or guardian of a child requesting an Account you may also contact us via the mailing address or fax number provided to you.

#### **Your California Privacy Rights**

If you are a California resident, you have the right to receive: a) information identifying any third party company(ies) to whom we may have disclosed, within the previous calendar year, your Personally Identifiable Information for that company's direct marketing purposes; and b) a description of the categories of Personally Identifiable Information disclosed. To obtain such information, please email your request to [fun@yesterlandfarm.com](mailto:fun@yesterlandfarm.com)

#### **Questions?**

We welcome comments and questions on this Privacy Policy. We are dedicated to protecting your Personally Identifiable Information, and will make every reasonable effort to keep that information secure. Due to the rapidly evolving technologies on the Internet, we may occasionally update this Privacy Policy. All revisions will be posted to the Sites and will become effective on the date that the modified Privacy Policy is posted on the Sites.

If you have any questions or concerns regarding this Privacy Policy, please notify us through our "Contact Us" link on the Sites.

**Physical Addresses for Sites**

15410 I-20

Canton, Tx 75103