

NATIVE ROOTS

Privacy Policy

Native Roots is committed to safeguarding your privacy online. Please read the following policy to understand how your personal information will be treated as you make full use of our many offerings on the Native Roots website (www.nativerootscannabis.com) (the "Site"). This policy may change from time to time so please check back periodically.

This policy will let you know:

1. What personally identifiable information is collected from you;
2. What cookies are and how they are used;
3. How your information is used;
4. Who is collecting your information;
5. With whom your information may be shared;
6. What choices are available to you regarding collection, use, and distribution of your information;
7. How Native Roots treats your personal financial information;
8. The kind of security precautions that are in place to protect the loss, misuse, or alteration of your information;
9. How Native Roots protects children's privacy;
10. How to contact us.

What personally identifiable information does Native Roots collect from me?

Native Roots collects information in several ways. Some personal information is gathered if and when you sign up for our newsletter. When you sign up for our newsletter, Native Roots asks for your name, email address, and phone number (optional).

In addition to signing up for our newsletter, we may ask you for personal information at other times, including but not limited to when you enter a sweepstakes, contests or promotions sponsored by Native Roots and/or our many partners; when you make a purchase using the Site; and when you report a problem with our services or Site. If you contact Native Roots we may keep a record of that correspondence. Native Roots also occasionally asks users to complete surveys that we use for research purposes. Wherever Native Roots collects personal information we make an effort to include a link to this Privacy Policy on that page.

What are cookies and how does Native Roots use them?

A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Currently, Native Roots does not use cookies to store and track information about you. Advertising networks and third parties that provide ads or services onto or through the Native Roots' Site may use their own cookies. This privacy policy does not cover use of cookies by third-parties.

How does Native Roots use my information?

You will only receive newsletters via email from Native Roots if you signed up for our newsletters indicating that you would like to receive them. You can change your subscription status at any time by opting out or contacting us directly.

Native Roots does research on our users' demographics, interests, and behavior based on the information provided to us upon sign up, during a promotion, from our server log files or from surveys. We do this to better understand and serve our users. This research is compiled and analyzed on a depersonalized and aggregated basis. Native Roots may share this aggregated data with advertisers or business partners.

Who is collecting information?

When you are using the Site and are asked for personal information, you are sharing that information with Native Roots alone, unless it is specifically stated otherwise. For example, some of Native Roots' services are offered in conjunction with a partner company. In order to provide this cobranded service to you, it is necessary for us to share your personal information with our partner company. If data is being collected and/or maintained by any company other than Native Roots, you will be notified prior to the time of the data collection or transfer. If you do not want your data to be shared, you can choose not to allow the transfer by not using that particular service.

Promotions that run on the Site may be sponsored by companies other than Native Roots or may be cosponsored by Native Roots and another company. Some or all data collected during a promotion may be shared with the sponsor. If data will be shared, you will be notified prior to the time of data collection or transfer. You can decide not to participate in the promotion if you don't want your data to be shared. Please be aware that advertisers or third-party websites that have links on the Site may collect personally identifiable information about you. The information practices of those third parties linked to the Site are not covered by this privacy statement.

With whom does Native Roots share my information?

As a general rule, Native Roots will not disclose any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or under the circumstances described below.

The following describes some of the ways that your information may be disclosed:

Business Partners & Sponsors: Native Roots may disclose your personal information to business partners or sponsors, but this is specifically described to you prior to data collection or prior to transferring the data. Some or all data collected during a Native Roots promotion may be shared with a sponsor. If personally identifying data about you will be shared, we will tell you before we collect or transfer the data. Many promotions offer opportunities to request additional information from sponsors. By requesting more information, you give Native Roots permission to transfer your personal information to the sponsor so they can fulfill your request. In many instances, only your email address will be shared. If more information will be shared with the sponsor, you will be notified prior to the transfer.

Purchases: If you make a purchase from the Site, the information obtained during your purchase, and the information you give such as your credit card number and contact information, is provided to a third-party provider, to enable transactions to take place. Native Roots does not receive, store, or maintain personal and financial information.

Third party providers have separate privacy and data collection practices. You should review these carefully. Native Roots has no responsibility or liability for these independent policies.

Third Party Data & Data in the Aggregate: Under confidentiality agreements, Native Roots may match user information with third party data. Also, Native Roots may disclose aggregated user statistics (for example,

45% of our users are female) in order to describe our services to prospective partners, advertisers, and other third parties, and for other lawful purposes.

Other: Native Roots may also disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating Native Roots' Terms and Conditions of Use or may be causing injury to or interference with (either intentionally or unintentionally) Native Roots' rights or property, other Site users, or anyone else that could be harmed by such activities. Native Roots may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.

What are my choices regarding collection, use, and distribution of my information?

Native Roots may, from time to time, send you email regarding our products and services if you signed up for our newsletter. Only Native Roots (or agents working on behalf of Native Roots and under confidentiality agreements) will send you these direct mailings and only if you indicated that you do not object to these offers. If you do not want to receive such mailings, simply tell us at any time.

On some types of Native Roots promotions, we will ask for your email address in order to update you on your entries and status. When you participate in these types of promotions, you automatically receive promotion related email, unless you choose the no-email option that some promotions offer. Occasionally these promotion-related email messages may include targeted advertisements.

You also have choices with respect to cookies. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. Native Roots does not sell or rent user information to anyone. We will notify you at the time of data collection or transfer if your data will be shared with a third party and you will always have the option of not permitting the transfer. If you do not wish to allow your data to be shared, you can choose not to use a particular service or not to participate in certain promotions or contests.

How does Native Roots protect my personal financial information?

Keeping your personal financial information private is vitally important to us. Please note that when you make a purchase on the Site, you can transmit credit card information in order to complete a purchase transaction or for verification purposes. Any time we ask for a credit card number we transmit that credit card number in an encrypted format. We use industry standard, SSL (secure socket layer) encryption.

What security precautions are in place to protect the loss, misuse, or alteration of my information?

Whenever Native Roots handles personal information as described above, regardless of where this occurs, we takes step to ensure that your information is treated securely and in accordance with the relevant Terms and Conditions of Use and this Privacy Policy.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, Native Roots cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

What about children's privacy?

Children under the age of 18 are not allowed to enter or access the Site or its services. We do not collect any data on children under the age of 18.

Additional Information

Questions regarding this statement should be directed to Compliance@nativerootsdispensary.com

