

## **Additional Privacy Policy Terms for Secure Website**

Revised: May 23, 2022.

Effective: May 23, 2022.

These additional terms (“**Additional Terms**”) apply your use of the secure pages of the Service. The words or phrases appearing in quotations in these Additional Terms have the meanings set forth in these Additional Terms. Other capitalized words or phrases in these Additional Terms have the meanings set forth in the Privacy Policy. Please review these Additional Terms and the Privacy Policy carefully before submitting information to our Site or our App.

These Additional Terms supplement the Privacy Policy and, together with the Privacy Policy, apply to your use of the Service and to the information you provide to us after being presented with or directed to these Additional Terms. For example, these Additional Terms apply 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 these Additional Terms and the 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 these Additional Terms, we will update the "Revised" date at the top of this page. The new Additional Terms will be effective immediately when we post them on the Service.

### **Information We Collect and How We Use It**

In addition to the information described in the Privacy Policy, we collect the following kinds of information that you give us in connection with your use of the secure pages of the Service (“**Additional Information**”):

- Secondary phone numbers and secondary email addresses.
- Credit or debit card numbers, security or CVV codes, and expiration dates.
- Bank ACH information, routing numbers, and account numbers.

The reasons we collect the Additional Information that you give to us and ways we use it include:

- Account registration. We need the secondary phone numbers and email addresses to create your account. This Additional 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 credit or debit card numbers, security or CVV codes, expiration dates, bank ACH information, routing numbers, and account numbers to process your payments and refunds.
- Training, analytics, and quality assurance and improvement. We may use the Additional Information you provide to us to train our staff, improve our offerings and services, and perform other internal analytics and performance monitoring.

- Improve the user experience. We use your Additional Information to operate, protect, and improve the Service and to personalize and customize your user experience.

We collect the following Additional Information automatically from your use of the Service:

- Log data and device information such as IP address, access dates and times, and page or product views or clicks.
- Geo-location information such as IP address, device GPS information, browser information, or mobile GPS information.

The reasons we collect this Additional Information automatically from your use of the Service and ways we use it include:

- Performance and Delivery. The Additional 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.
- 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 Additional 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 Additional 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.

### **When We Share Your Information:**

We share your Additional Information with third parties only as described in these Additional Terms, 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 Additional 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.

## **How to Contact Us**

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

LDF, Inc.

920 Coffman Street

Longmont, Colorado 80501

Owner contact email: [Policies@LongmontDairy.com](mailto:Policies@LongmontDairy.com)

Customer service contact email: [CustomerService@LongmontDairy.com](mailto:CustomerService@LongmontDairy.com)

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

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