

## **PRIVACY STATEMENT**

These Terms of Service (“Terms”) constitute a legally binding agreement (“Agreement”) made between you, whether personally or on behalf of an entity (“you”) and Golden Piedmont Labs “GPL, “Company” or “we” or “us” or “our”), which owns and operates the piedmontbluecbd.com website, and govern your access to and use of this website as well and any affiliate Websites as well as any affiliate Websites, other media form, media channel, mobile application or mobile website related or connected thereto where these Terms (as defined below) are posted (collectively, “Website”) and services supplied by or on behalf of us through the Website (“Services”). Supplemental terms and conditions or documents that may be posted on the Website from time to time are hereby expressly incorporated into these Terms by reference hereto or thereto (collectively, where these Terms and Conditions (“Terms”).

This Privacy Statement is a part of our Terms and Conditions (“Terms”). By using the Website or our online store, you agree to be bound by and comply with this Privacy Statement and the Terms.

### **SECTION 1 – AGE RESTRICTIONS ON ACCESS PURCHASES**

You must be at least 18 years old to access the Website. If you are under 18 years old, you are not permitted to use the Website for any reason. You must be of legal age required by the state or province you are in to purchase our products. It is your responsibility to know whether you are legally able to purchase our products. By using the Website, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence, and you consent to any of your minor dependents using the Website.

### **SECTION 2 - WHAT INFORMATION DO WE GATHER AND WHAT DO WE DO WITH IT?**

a. Gathered Information. When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address and order history. We also use cookies, web beacons or other tools that collect information that make it easier to use our store and our site.

When you visit the Website, some information is automatically collected. This may include information such as the Operating System (OS) running on your device, Internet Protocol (IP) address (which may be used to obtain your geolocation), access times, browser type, and language, and the Website you visited before our site. We also collect information about how you use the Website, including the elements you have interacted with, metadata and other details about these elements, change states and other user actions.

Email marketing: By providing us with your email address, you are giving us permission to send you emails about our store, new products, new brands of Golden Piedmont Labs products and other updates. You have the opportunity to unsubscribe from these emails at any time by clicking the “Unsubscribe” button included at the bottom of each email or emailing us at [info@goldenpiedmontlabs.com](mailto:info@goldenpiedmontlabs.com)

b. How We Use Your Information. In general, we use the information we collect primarily to provide, maintain, protect and improve our current site and products and to develop new products and brands. We use personal information collected through the Website as described below and described elsewhere in this Policy to:

Facilitate the creation of and securing of your Account on our information system;

- Identify you as a user in our information system;
- Improve our products, the Website, and how we operate our business;  
Understand and enhance your experience using the Website and Products;  
Provide and deliver the Products and Services you request;  
Respond to your comments or questions and for our support team to provide service about Golden Piedmont Labs and/or other brands.  
Send you related information, including confirmations, invoices, technical notices, updates, security alerts and support and administrative messages;  
Communicate with you about promotions, upcoming events and news about products and services offered by Golden Piedmont Labs and our selected partners, and for other marketing purposes;  
Link or combine your information with other information we get from third parties to help understand your needs and provide you with better service; and  
Protect, investigate and deter against fraudulent, unauthorized or illegal activity.

### **SECTION 3 - CONSENT**

- a. How do you get my consent? By providing us with personal information to complete a transaction, placing an order, arranging for a delivery or returning a purchase you are consenting to our collecting and using your information (your credit card information is discussed in Section 4 below).
- b. How do I withdraw my consent? You may withdraw your consent for us to contact you by clicking the “Unsubscribe” button included at the bottom of each email or contacting us at [info@goldenpiedmontlabs.com](mailto:info@goldenpiedmontlabs.com) or mailing us at:

Golden Piedmont Labs  
P. O. Box 1415  
South Boston, VA 24592

### **SECTION 4 - DISCLOSURE**

We do not share your personal information with third parties without your consent other than with the following:

Third Party Service Providers. With third parties who work on our behalf, provided that such third parties provide at least the same level of privacy protection as required by this Privacy Statement;

Lawful Requests. To comply with laws or to respond to lawful requests and legal process (provided that we will endeavor to notify you at the address you have given us if we have received a lawful request for your information);

Protection of Rights and Property. To protect the rights and property of Golden Piedmont Labs, our agents, customers and others including to enforce our agreements, policies and terms included in this Privacy Statement or Terms;

Emergency. In an emergency, including to protect the personal safety of any person, and

Corporate Restructuring. For the purposes of a business deal (or negotiation of a business deal) involving a sale or transfer of all or a part of our business or assets (business deals may include, for example, any merger, financing, acquisition, divestiture or dissolution transaction or proceeding). In the event of an insolvency, bankruptcy, or receivership, personal information may also be transferred as a business asset. If another company acquires our company,

business or assets, that company will also acquire and possess the personal information collected by us and will assume the rights and obligations regarding your personal information as described in this Policy.

#### **SECTION 5 – PAYMENT PROCESSING**

If you provide us with your credit card information during the payment process, we send it to our PCI-DSS compliant payment gateway for processing using SSL encryption technology. Your credit card information is stored for recurring subscription orders as well as within my account for faster checkout experience. All direct payment gateways comply with the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and our payment processors and service providers.

#### **SECTION 6 - THIRD-PARTY SERVICES**

- a. Our Policy. Our Policy does not cover any third-party services. To learn about those third parties' privacy practices, please read their privacy policies. Our e-store is built on an e-commerce software platform that allows us to sell our Products and Services to you.
- b. Links. When you click on links on our store, they may direct you away from the Website. We are not responsible for the privacy practices of other sites and encourage you to read their privacy policies.

#### **SECTION 7 - SECURITY**

To protect your personal information, we take reasonable precautions and follow generally accepted industry practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered, or destroyed. Your personal information is protected by your password – never share this password with anyone. We will never contact you to ask you for your password.

If you provide us with your credit card information, the information is transmitted to our server using secure socket layer technology (SSL) which employs the AES-256 encryption standard.

#### **SECTION 8 – U.S. LAW APPLIES**

The Website is intended for users located in the United States. By sending us your Personal Information from outside the U.S., you consent to the application of U.S. law and to the use and disclosure of your personal information consistent with this Privacy Policy. It is up to you to determine whether accessing the Website and purchasing our products are legal where you are. You access the Website and purchase our products at your own risk, and you are responsible for compliance with all applicable laws, rules, regulations, and treaties.

#### **SECTION 9 - CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this Privacy Statement at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. Golden Piedmont Labs encourages visitors to check this page for any changes to its Privacy Statement.

#### **SECTION 10 - QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you (other than that information automatically generated by your use of our

Website), register a complaint, or simply want more information contact our customer service team at [info@goldenpiedmontlabs.com](mailto:info@goldenpiedmontlabs.com) or by mail at:

Golden Piedmont Labs  
P.O. Box 1415  
South Boston, VA 24592

We at Golden Piedmont Labs, along with our affiliates, subsidiaries, or divisions (collectively, " GPL," "our," "us," or "we") respect your privacy and value the relationship we have with you. This Privacy Statement describes:

- i. the types of personal information we may collect on the Website and any of our Websites where this Privacy Statement is posted and mobile applications, services, or other points of collection upon which it is posted or noticed (collectively, the "Website"),
- ii. how we may use that information, and with whom we may share it. lii. the measures we take to protect the security of the information you provide to us through the Websites, and
- iii. how you can reach us to update your contact information, unsubscribe from receiving emails from us, or answer any questions you may have about our privacy practices.

**Each State Is Different.** Golden Piedmont Labs operates in many states. Each state has different laws and regulations governing how we collect, use, and share personal information. This Privacy Statement generally describes GPL's processes related to personal information. It also contains information or links to information specifically required by certain states, which may or may not be applicable to you depending upon your state of residency. Some examples provided below may or may not be applicable in your state.

**What Personal Information Do We Collect?** Golden Piedmont Labs collects information to provide better services to our customers, job applicants, and other visitors to or users of our Websites and mobile applications. Some of this information identifies, relates to, or is capable of being associated with a particular individual or household ("personal information"). The table below describes the personal information we may collect. Please note that some information is collected incidental and collateral to primary information collection. For example, to verify your identity, we may require a copy of your driver's license which contains personal information that is not used by Golden Piedmont Labs, for instance your race or sex.

**From Whom Do We Collect Personal Information?** We obtain the categories of personal information listed above from the following categories of sources:  
You or your agents, directly or indirectly. For example, from forms that you provide to us related to the goods and services we provide you, or from information we collect through your interactions with us (for instance when you call customer service)

The Website and mobile applications that may track your activity. For example, the Website may collect IP addresses and cookies through automated means:

- Internet service providers and social media networks
- Data analytics providers

- Joint marketing partners who perform activities at the direction of Golden Piedmont Labs
- Affiliates and vendors that interact with us in connection with the goods we offer and the services we perform
- Government agencies from which public records are obtained

**How Do We Use Personal Information?** We may collect, use and/or share personal information, in accordance with applicable laws, regulations, and this Privacy Statement, for one or more of the following purposes:

- Servicing Your Account, such as:
  - enrolling you as a customer and managing your account
  - determining your eligibility for particular products and services
  - providing access to your account electronically
  - verifying your identity and maintaining customer security
  - providing our products and services as requested by you
  - providing vendor products and services as requested by you
  - providing customer service and enhancing your customer experience
  - billing your account and processing payment
  - carrying out our obligations and enforcing our rights arising from any contracts entered into between you and us, including for billing and collections
- Communicating with You, such as:
  - responding to your requests and questions
  - presenting our website to you
  - notifying you about updates or changes that may affect your services or access to our website or applications
  - sharing important information or alerts with you
  - sending out newsletters to which you subscribe providing you with email notifications, event registrations, and other notices concerning our products or services that may be of interest to you
- Operating Golden Piedmont Labs Business, such as:
  1. managing, maintaining, and developing plans for our services
  2. supporting our business functions
  3. improving our products and services
  4. undertaking internal testing, research, and analysis for technological and product development
  5. detecting and/or repairing system performance issues
  6. managing relationships with vendors
  7. assessing candidates for employment
  8. evaluating or conducting a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as an ongoing concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred
- Performing Marketing Activities such as:
  1. notifying you about available products and services
  2. offering related products and services

3. administering promotional offers or contests that you participate in
  4. providing personalized ads and web content
  5. conducting market research and customer surveys
  6. creating customer prospect lists
  7. providing analytic services and/or enabling certain vendors to provide similar services on behalf of Golden Piedmont Labs
  8. offering customer or service-related programs
  9. Providing Third Party Services, such as enabling vendors, on our behalf, to provide you or your household products or services you request or may be interested in.
- Fulfilling Legal Duties, such as:
    1. cooperating with governmental authorities, and state tax collection authorities
    2. responding to law enforcement requests
    3. complying with an applicable law, court order, commission request, or request from other state or federal governmental agencies with legal authority to obtain such personal information
    4. taking action when the company has formed a good-faith belief that disclosure of information is necessary to protect the rights and property of Golden Piedmont Labs, and/or its affiliates or its customers
  - 5. We also may collect, use, or share your information for other reasons.

**With Whom Do We Share Personal Information?** Golden Piedmont Labs respects the privacy of your information and aims to limit its disclosure; however, we may share personal information in certain circumstances and in accordance with applicable laws and restrictions. We may share your personal information with the following categories of sources:

- Our subsidiaries and affiliates
- Internet service providers and social media networks
- Data analytics providers
- In certain states as permitted by laws and regulations, joint marketing partners who perform activities at the direction of Golden Piedmont Labs
- Affiliates and vendors that interact with us in connection with the goods we offer and the services we perform
- Non-affiliated vendors or agencies, such as subcontractors providing requested goods and services, payment processors, customer survey administrators, and energy assistance agencies
- Third parties to whom you or your agents authorize us to disclose your personal information
- Regulators and governmental authorities

We do not sell consumers' personal information for direct monetary consideration. Protecting Children's Privacy Online. Golden Piedmont Labs does not knowingly collect any information from any individual under 18 years of age. If you are under 18 years of age and using the Website, please do not give us any personal information. If you need help, please ask a trusted adult. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete

that information. If you believe we might have any information from or about a child under 18, please contact us at the email address below.

[info@goldenpiedmontlabs.com](mailto:info@goldenpiedmontlabs.com)

**Cookies & Online Advertising.** The Website and mobile applications may use cookies, web beacons and other similar tracking technologies to enable essential features, or for data analytics and marketing purposes. For example, we use cookies and other tracking technologies to optimize the functionality of our Website, to help us understand how our Website is used, and to provide users with interest-based content or advertising based upon their browsing activities.

Our Website may use Google Analytics to analyze traffic. You can find out more information about Google Analytics cookies

here: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

To opt-out of Google Analytics relating to your use of our Website, you can download and install the Browser Plugin available via this

link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

We also allow some third parties to place cookies on our Website and mobile applications. When you visit the Website or mobile applications, third parties may collect personal information about your online activities over time and across different websites or online services, including cookies and beacons.

In many cases, you can disable certain cookies through your web browser's privacy settings. Some web browsers can also transmit "Do Not Track" signals that indicate that a user does not wish to have activity tracked. However, currently, no universally accepted standard exists for how to interpret "Do Not Track" signals, and we do not have the technology to interpret such signals at this time.

**Security.** We take reasonable safeguards intended to secure and protect the privacy, accuracy, and reliability of your information and to protect it from loss, misuse, unauthorized access, disclosure, alteration, and destruction. However, no information can be guaranteed to be 100 percent secure.

**Targeted Communications on Social Media Sites:** We may use social media sites such as Facebook, Instagram and Twitter to communicate with you about our programs and services. You can follow us on these social media sites to receive regular updates. These sites also allow us to present specific advertisements to you based on the personal information that both we and the social media sites maintain about you. We may share your personal information with social media sites for the purpose of providing you with customized ads. In some states, this may be considered a "sale" unless the social media site is acting as our "service provider" as that term is defined by law.

**Links to Other Websites.** The Website and mobile applications link to other websites that are not operated or controlled by Golden Piedmont Labs. We do not monitor or control, and are therefore not responsible for, the privacy practices or the content of linked external websites. We recommend reviewing the privacy policies for any linked websites you visit.

**Changes to Our Privacy Notice.** We may make changes to this Privacy Statement periodically and will provide at the top of this Notice the date it was most recently updated. Using the Website, mobile applications, or services where this Privacy Statement is posted or noticed constitutes your acceptance of our privacy practices.

**Contact Information.** If you have questions about this Privacy Statement or wish to contact us concerning personal information you provided to us, you may reach us by email, telephone or US Mail as follows:

Email: [info@goldenpiedmontlabs.com](mailto:info@goldenpiedmontlabs.com)

Telephone: 1-434-483-6177

Postal Address:

P.O. Box 1415

South Boston, VA 24592