

CATTLE COUNTRY SITE

PRIVACY POLICY

Last Updated Date: November 6, 2023

Wine Country Festival, LLC d/b/a “Cattle Country Fest” (“CATTLE COUNTRY,” “we,” and “us”), the owners and operators of the website(s) located at www.cattlecountryfest.com (the “Site”), have created this Privacy Policy in order to demonstrate its firm commitment to the privacy of your personal information. The following discloses CATTLE COUNTRY’s information gathering and dissemination practices for the Site. This policy describes:

1. Consent
2. What personally identifiable information CATTLE COUNTRY collects.
3. How CATTLE COUNTRY and its business partners use the information.
4. What personal information third parties receive from or collect through the Site.
5. What choices are available to users regarding collection, use and distribution of the information.
6. What types of security procedures are in place to protect the loss, misuse or alteration of information under CATTLE COUNTRY’s control.
7. How users can access and/or correct any inaccuracies in the information.
8. Changes in CATTLE COUNTRY’s Policy

If users have questions or concerns regarding this statement, they should contact CATTLE COUNTRY by sending an email to info@cattlecountryfest.com.

Consent

CATTLE COUNTRY only collects, uses, and/or discloses your personal information with your consent. This privacy policy identifies the ways in which your personal information will be collected, used, and disclosed. In addition, the Site may ask for your express consent in connection with various offers and events. Regardless, by using the Site and/or by providing CATTLE COUNTRY with your personal information and engaging in a transaction with CATTLE COUNTRY, you thereby consent to CATTLE COUNTRY’s collection, use, and disclosure as described herein.

Personal Information Collected by Cattle Country

In connection with your use of our Site, we may collect and store the following information:

- The domain name, but not the e-mail address of visitors to our Site;
- The e-mail addresses of users who communicate with us via the Site or via e-mail;
- Aggregate information on what pages on our Site users access or visit;
- Information provided by the user, such as through information you post in a public space/forum on the Site and/or on a third-party social media site, registration on the Site,

e-mail update requests, and/or general requests for information (this may include information about your interests and activities, your gender and age, and other demographic information);

- Information identifying you, such as your name, address, e-mail address, and telephone number; and
- Information in connection with and/or about your transactions with us and transactions with third parties, such as your payment method (valid credit or debit card number, type, expiration date or other financial information).

How Cattle Country Uses Your Personal Information

In General: By providing CATTLE COUNTRY with your personal information in connection with your use of CATTLE COUNTRY's services and/or any of the features/functions of the Site, you consent to CATTLE COUNTRY's collection and use of your personal information as follows:

- To provide the products and services requested via the Site;
- To improve the Site and provide customer support (including the administration of Site usage, monitoring traffic levels, and contacting you regarding improvements we make to our Site and services);
- To manage and measure your use of the Site;
- To analyze your use of the products and services offered by CATTLE COUNTRY (including the use of your IP address to analyze trends, administer the Site, track user movement, and gather broad demographic information for aggregate use);
- To improve upon the products and services offered by CATTLE COUNTRY;
- To provide targeted marketing and advertising to you of products and services offered by CATTLE COUNTRY and/or third parties associated with CATTLE COUNTRY;
- To enforce CATTLE COUNTRY's terms and conditions (including the terms and conditions of this privacy policy);
- To protect our company, our fans, and our Site; and
- To otherwise conduct CATTLE COUNTRY business as otherwise described to you.

We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement.

Newsletter/Messaging/Marketing: In order to receive CATTLE COUNTRY newsletters and other messaging from CATTLE COUNTRY, a user may first be required to register. During registration a user gives contact information (such as name and email address). We use this information to deliver the newsletter and/or contact the user about services on the Site for which the user has expressed interest. We may use your e-mail address to contact you directly regarding services, products or information that we believe might interest you. We may also share your e-mail address with our third-party partners who may also contact you directly regarding services, products or information that we believe might interest you.

Cookies: A cookie is a small data file that certain websites write to your hard drive when you visit them. A cookie file can contain information such as a user ID that the Site uses to track the pages you've visited. When you register at the Site, CATTLE COUNTRY uses a cookie to store a unique,

random user ID. We do not store passwords or any personal information about you. We may use this ID to identify you anonymously in our database and to track information while you are on our Site. Cookies also enable you to enter the Site as a registered user without having to log on each time. You can refuse cookies by turning them off in your browser. You do not need to have cookies turned on to use the Site. However, if you turn off cookies, then you may not be able to utilize certain features of the Site.

Disclosure to Third Parties:

We do not disclose any nonpublic personal information about you to anyone, except with your consent and as permitted by law, in the following situations:

Limited Information to Providers / Business Partners: CATTLE COUNTRY may share aggregate information about our users with advertisers, business partners, sponsors and other third parties, for various purposes including for marketing, ad targeting, measurement services, and other advertising purposes. We partner with certain third parties to provide specific services. For example, ticketing, internet connectivity, computer crime investigation, incident response, web hosting, etc. may be handled by similar third parties. These third parties may use cookies, web beacons, and other technologies to collect or receive information from the Site, CATTLE COUNTRY apps, and elsewhere on the internet, and may use that information to provide measurement services, ad targeting, and other advertising services. These third parties are not allowed to use personally identifiable information except in conjunction with providing these services.

Business Transactions: In the event CATTLE COUNTRY goes through a business transition, such as a merger, acquisition, or sale of a portion of its assets, users' personal information will, in most instances, be part of the assets transferred.

Surveys and Contests: From time-to-time our Site may request information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user; therefore, has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be shared with the contest or survey sponsors and used to notify the winners and award prizes. The terms of a contest may provide, among other things that the identities of the contest winners may be made public. Survey information may also be used for purposes of monitoring or improving the use and satisfaction of the Site. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

Required by Law: Finally, we may need to disclose personal information when required by law when we believe that such action is necessary to comply with a current judicial proceeding, a court order, criminal investigation, and/or legal process.

Choices/Opt Out

If you prefer that we not disclose nonpublic personal information about you to nonaffiliated third parties (for measurement services, ad targeting, advertising, and/or other services), you may opt out of those disclosures; that is, you may direct us not to make those disclosures (other than disclosures permitted by law). If you receive communications from us that you do not want to receive, you can opt-out from receiving these communications, by specifically telling us to stop sending them to you. Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications by clicking the unsubscribe link in the email or emailing us at info@cattlecountryfest.com.

On rare occasions it is necessary to send out a strictly service-related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

We will apply the Opt-Out policies discussed above in the event we propose to disclose your information to a third party.

Your Privacy Rights.

You have choices around how to control the collection, use, and sharing of your personal information.

Depending on where you live, you may have specific rights around your personal information. Below we explain what those rights are and how you can exercise them: will respond within 30 days.

- **Disclosure.** You have the right to request a report showing the personal information collected, shared, and sold about you.
- **Opt-Out.** You have the right to opt-out to the sale of your personal information to third parties.
- **Deletion.** You have the right to request that we delete any personal information collected from you.
- **Correction.** You have the right to request that we correct inaccurate personal information collected from or about you.
- **Non-Discrimination.** We shall not discriminate against you based on your exercise of any of the above rights.

Under the California Consumer Privacy Act (CCPA), California residents have the right to opt out of the sale or sharing of their personal information, as defined by the CCPA. California residents may exercise this right to opt out online by submitting a “Do Not Sell or Share My Information” request via info@cattlecountryfest.com.

You may submit a request to exercise any of the above rights by emailing a request to info@cattlecountryfest.com or calling us at (830) 339-2488. We may require additional

information to verify your identity before responding to a rights request. We will respond to your request within 45 days if possible and required under the law.

Personal Information Collected:

- Names and Aliases
- Physical Address
- Phone Number
- E-Mail Address
- IP Address
- Unique Identifiers
- Interactions with Customer Service
- Fan Preferences and Attributes
- Cookies/Web Beacons - We use tracking tools like browser cookies and web beacons.
- Device Attributes

Personal Information Disclosed for a Business Purpose or Sold:

Categories of Personal	Personal Information	Disclosed for a Business Purpose	Sold
Identifiers	Names and Aliases	X	X
	Physical Address	X	X
	Phone Number	X	X
	E-Mail Address	X	X
	IP Address	X	X
	Unique Identifiers	X	X
Commercial Information	Interactions with Customer Service	X	
	Individual’s Preferences and Attributes	X	X
Internet/ Electronic Activity	Cookies/Web Beacons	X	X
	Device Attributes	X	X

To opt-out of the sale of your personal information, please use the options presented above to submit a request.

Sources of Data:

- Self-disclosed (e.g. Information provided when interacting with our products and services)
- Business partners (e.g. Analytics companies, ticketing company, promoters, artists, fan clubs, sports teams, venue owners, etc.)
- Data brokers (e.g. Marketing companies, advertising partners, etc.)
- Technical service providers (e.g. Cloud service providers)

Business or Commercial Purposes for Collecting or Selling/Sharing Personal Information:

- Providing products and services
- Event management
- Market research and aggregated analytics
- To prevent, detect, and manage unlawful behavior
- Marketing
- Client services
- Staff administration

Third Parties with Whom we Share Personal Information:

- Business partners (e.g. Analytics companies, ticketing company, promoters, artists, fan clubs, sports teams, venue owners, etc.)
- Data brokers (e.g. Marketing companies, advertising partners, etc.)
- Technical service providers (e.g. Cloud service providers)

“Shine the Light” Law. If you are a California resident and have an established business relationship with us, you can email us to request a list of the personal information we have shared with third parties for their marketing purposes. We will also give you a list of the third parties that have received your information. You can make a request one time each year.

Mention in your email that you are making a "California Shine the Light" inquiry. We will respond within 30 days.

Do Not Track. Our websites and apps are not designed to respond to "do not track" requests from browsers.

Security for Users

In General: CATTLE COUNTRY maintains certain safeguards to guard your nonpublic personal information from unauthorized and/or unnecessary use and/or disclosure. For example, CATTLE COUNTRY restricts access to your nonpublic personal information to those employees who need to know that information to provide services to you. CATTLE COUNTRY requires its clients and service providers to protect your personal information and comply with all applicable privacy laws. The exact type of security utilized depends on the type of information collected.

Please note: emails and other information you send to us are not encrypted and cannot be considered a secure means of transmitting sensitive information. For that reason, CATTLE COUNTRY will never ask you to submit your financial data such as your credit card account numbers, via e-mail. You should be aware of the limitations of security, authentication, encryption, and privacy measures used in connection with the Internet and that any information you transmit through the Site may be damaged, corrupted, "sniffed" and/or accessed by another person without your permission.

REGARDLESS OF THE PRECAUTIONS TAKEN BY YOU OR BY US, "PERFECT SECURITY" DOES NOT EXIST ON THE INTERNET. ALTHOUGH WE TAKE ALL REASONABLE EFFORTS TO PROTECT YOUR PRIVACY, WE CANNOT ENSURE OR WARRANT THE ULTIMATE SECURITY OF ANY INFORMATION YOU TRANSMIT.

Linked Sites: The Site may contain links to other websites. CATTLE COUNTRY is not responsible for content or the privacy practices of any other such sites. We encourage our users to be aware when they leave our Site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this Site.

Children's Privacy: Our Site is not directed at children under the age of 16 and does not knowingly collect personal information from children under the age of 16. If CATTLE COUNTRY obtains actual knowledge that it has obtained personal information about a child under the age of 16, that information is immediately and permanently deleted from our records.

Contact Us

If you have a question about this Policy or other privacy concerns, please contact us as follows:

1. E-mail: You can e-mail us at info@cattlecountryfest.com.
2. By Telephone: You may call us at (830) 339-2488..

Changes to Privacy Policy

CATTLE COUNTRY may occasionally change this Privacy Policy. If we do, we will post the changes on the Site. The changes will take effect as soon as posted. We recommend that all users periodically review the Site to become familiar with any changes to this Privacy Policy and/or any other CATTLE COUNTRY policy.