

Altered State Privacy Policy

Effective Date: October 15, 2023

Introduction

Altered State operates the <https://www.alteredstate.com> website.

The Altered State Privacy Policy (“Privacy Policy”) is designed to help you understand how Altered State and its related organizations and affiliates (“Altered State” or “we”) collects, uses and shares personal information collected through this website. We value your privacy, and We will not share your personal information with third parties without your consent except as described in this Privacy Policy.

By using this website, you agree to be bound by this Privacy Policy. If you do not agree with any of the terms of this Privacy Policy, please do not use our website or provide us with your information.

This Privacy Policy applies to the collection, use and sharing of your personal information We receive when you visit our website at <https://www.alteredstate.com> and its related sites (the “Site” or “Service”), receive our communications (including marketing emails), or participate in our activities or events, as well as information We obtain from third parties such as social media platforms, database vendors and content publishers. This Privacy Policy does not apply to any other information or websites not owned or operated by Altered State or information collected by Altered State by other means.

Interpretations and Definitions

Interpretations

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Affiliate** means one of our business partners and may refer to third-party Service Providers.
- **Company** (referred to as either “the Company”, “We”, “Us”, or “Our” in this Agreement) refers to Altered State, located at 724 E Main St., Fennville, MI 49408.

- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website.
- **Device** means any device that can access the Service such as a computer, a cell phone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Website** refers to Altered State, accessible from <https://www.alteredstate.com>
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Personal Information We Collect

Types of Data Collected

Personal Data

We collect personal information that You give to Us, either directly or passively, as well as information obtained from others, as described below.

- **Information You Give Us.** Personal information You may provide through the Site or otherwise communicate to Us includes:
 - **Contact information.** We collect information about You when You provide it to Us via email, mail, or through the Site, including as a result of placing an order. This information may include your first and last name, email address, mailing address, and phone number.
 - **Feedback and correspondence.** We may collect information about You when you request information or otherwise correspond with Us.
 - **Other information.** We may collect other information from You that is not specifically listed here. We may use such information in accordance with this Privacy Policy.
- **Information Automatically Collected.** Our servers and third-party Service Providers may automatically collect information about how you use the Site. Data may include your Internet Protocol (IP) address, device and browser type, operating system, DNS, the pages or features of the Site that you browsed and the time spent on those pages or features, the frequency with which you use the Site, the links that you click on or use, and other statistics. This information

is automatically collected in server logs and by using cookies and similar tracking technologies. See our Cookie Policy below for more information.

- **Information We Get from Others.** We may obtain additional information about You from third party sources, such as Service Providers, vendors, social media sites, and advertising agencies to provide You with more relevant information about Our services.
- **Statistical Analyses.** We use Squarespace, Google Analytics and Google Advertising Features to help Us gather statistical information about the visitors to our Site and how they use the Site on an anonymous, aggregate basis. However, We will not associate this data with your personally identifiable data unless required to do so to cooperate with law enforcement activity or other governmental requests or to comply with law. We may use this information to gain a better understanding of the users of our Site, to improve our Site, and to improve our services. Depending on the type of browser and device that You use, You may have the ability to control the types of information that Google Analytics uses. To understand how Google Analytics collects and processes data, please visit www.google.com/policies/privacy/partners/. We reserve the right to license or sell aggregate, de-identified information about the visitors to our Site, but this information will not contain your personal information or otherwise identify You as an individual.

How We Use Your Personal Information

We use your personal information for the following purposes and as otherwise described to you in this Privacy Policy or at the time of collection. We will ask for your consent to collect, use or share your personal information for any reason other than those described below.

- **To Provide the Site and Communicate with You.** We use your personal information:
 - to provide, maintain and improve the Site;
 - We use a third party, Squarespace, to host our Site. You can view Squarespace's privacy policy at <https://www.squarespace.com/privacy>.
 - to better understand your needs and interests, and personalize your experience with the Site;
 - to respond to your questions, comments, and feedback;
 - to perform website analytics and database management services;
 - to display our menus online and process your orders;
 - We use a third party, Dutchie, to display our online menus and process your credit card information. You can view Dutchie's

privacy policy at <https://dutchie.com/privacy>. You can view Dutchie's terms of service at <https://dutchie.com/terms>. To use this service, you may be required to create an Account.

- to send you marketing communications; and
 - If You sign up to receive communications from Us, We may send You newsletters, promotions or other marketing communications. You may opt out of receiving marketing communications at any time as described in the Your Choices section below.
- to otherwise advertise to you;
 - We may use your personal information to manage and serve ads in the Site or on third party sites and to tailor ads to your interests and browsing history. To support these interest-based advertising solutions, We and the companies We have contracted with may use anonymous information about your visits to Our and other websites and applications. The information collected and used by this process is anonymous and does not enable any third party to identify You individually.
- **For Compliance, Fraud Prevention and Safety.** We may use your personal information as We believe appropriate to:
 - investigate or prevent violation of the law or your agreements with Us;
 - protect our, your or others' rights, privacy, safety or property (including by prosecuting and defending legal claims);
 - protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity;
 - comply with applicable laws, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities; and
 - where permitted by law in connection with a legal investigation.

How We Share your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances.

- **Service Providers.** We may share your personal information with third party companies and individuals as needed for them to provide Us with services that help Us with our business activities and to promote our services to you. For example, We may hire a company or individual to design or host Our website, help Us analyze Our data, process your orders, or send information on our behalf about products and services in which You may be interested.
- **Security, Compliance, Fraud Prevention, Safety; Compliance with Law.** We may disclose your personal information as We believe appropriate to

government or law enforcement officials or private parties for the purposes described above under the section titled: For Compliance, Fraud prevention and Safety.

- **Affiliates and Business Transfers.** We may share your personal information with Altered State's affiliates and related organizations for use consistent with this Privacy Policy. We may also transfer or otherwise share some or all of Our business or assets, including your personal information, in connection with a business deal (or potential business deal) such as a merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy.

Your Choices

You have choices when it comes to your personal information. You may opt out of marketing-related emails by following the opt-out prompt in marketing emails. You may also contact Us directly to opt out of emails or other forms of marketing communications using the contact information provided at the end of this Policy.

Consequences of Not Providing Personal Information

You are not required to provide all personal information identified in this Privacy Policy to use our Site or to interact with Us offline, but certain functionality will not be available if you do not provide personal information. For example, if you do not provide personal information, We may not be able to respond to your request (such as a contact form submission), perform a transaction with you, or provide you with marketing services.

Cookie Policy

Cookies are small files that are placed on your computer or mobile device when you visit a website. Cookies enable features or functionality, such as advertising or website analytics, to be provided on or through the Site. The parties that set these third party cookies can recognize your computer or device both when it visits the website in question and also when it visits certain other websites and/or mobile apps.

Cookies and Tracking Technologies Used by Altered State

We or our third party Service Providers use several kinds of cookies on the Site, including strictly necessary cookies, which are cookies that are necessary for the Site to function and cannot be switched off in our systems; performance cookies, which allow Us to count visits and traffic sources so We can measure and improve the performance of our Site; and functional cookies, which enable the Site to provide enhanced functionality and personalization.

Cookies are not the only way to track visitors to a website. We may use similar technologies, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable Us to recognize when someone has visited our Site. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning. If You sign up to receive our marketing emails, We or our third party Service Provider may use cookies and/or web beacons to track whether You come to our Site after opening the email.

Third-Party Cookies

In addition to Our cookies, We collaborate with various third-party Service Providers who also use cookies to help Us optimize our website and understand more about the visitors to our website. This Privacy Policy does not apply to information collected by third-party Service Providers (such as Google Analytics, Dutchie, Squarespace, Facebook, and Instagram).

How You Can Disable Cookies and Other Tracking Technology

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings.

Some Internet browsers also may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals.

Other Important Privacy Information

- **Third Party Sites and Services.** The Site may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that We are affiliated with, any third party. We do not control third party websites, applications or services, and We are not responsible for information collected by third parties.
- **Security.** The security of your personal information is important to us. We take a number of reasonable security measures that are designed to protect the personal information We collect. However, security risk is inherent in all internet and information technologies and We cannot guarantee the absolute security of your personal information.
- **International Data Use.** We are located in the United States, and your personal information may be collected, used and stored in the United States

or other locations outside of your home country. Privacy laws in the locations where We handle your personal information may not be as protective as the privacy laws in your home country.

- **Verifying, Changing, and Deleting Your Information.** You can contact us as described in the contact information provided at the end of this Privacy Policy to ask us to verify and/or update your information. You can also request that We erase or delete all or some of your personal information.

Minors

The Site is available only to individuals who are at least 21 years old or who possess a valid medical marijuana patient card. We do not knowingly collect or solicit personal information from anyone under the age of 18. If you are under 18, you should not attempt to use the Site or send any information about yourself to us.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If We make changes to this Privacy Policy, We will post them on the Site and indicate the effective date of the change. If We make material changes to this Privacy Policy, We will notify you on the Site.

Territory

Altered State operates the Site from the State of Michigan in the United States. Altered State makes no representation that content and materials on the Site are legal or appropriate for use outside the State of Michigan. Our Site may not conform with the laws of your state and/or country. If you access our Site from outside the State of Michigan, USA, you do so at your own risk. You may not use the Site in violation of United States laws and regulations.

How to Contact Us

If you have questions about this Privacy Policy, please contact us by mail, email, or phone at:

Altered State
724 E Main St.
Fennville, MI 49408

Email: alteredstate724@gmail.com
Phone: (269) 722-3492