

Protecting your private information is our priority. This Privacy Policy applies to www.newyorkciderassociation.com and New York Cider Association (“NYCA”). It governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to New York Cider Association include www.newyorkciderassociation.com and NYCA. The NYCA website is an association information and membership management site. By using the NYCA website and joining as a member of New York Cider Association, you consent to the data practices described in this statement.

COLLECTION OF YOUR PERSONAL INFORMATION

In order to better provide you with products and services offered, NYCA may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number
- Employer
- Job Title
- Business Website

If you purchase NYCA's products and services or become a member of NYCA, we collect billing and credit card information. This information is used to complete the purchase transaction.

NYCA may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Location

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use join NYCA as a member or purchase certain products or services. These may include:

- Registering for an account
- Entering a sweepstakes or contest sponsored by us or one of our partners
- Signing up for special offers for selected third parties
- Sending us an email message
- Submitting your credit card or other payment information when joining as a member, ordering and purchasing products and services

We will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

USE OF YOUR PERSONAL INFORMATION

NYCA collects and uses your personal information to operate and deliver the services you have requested.

NYCA may also use your personally identifiable information to inform you of other products or services available from NYCA and its affiliates.

SHARING INFORMATION WITH THIRD PARTIES

NYCA does not sell, rent, or lease its customer lists to third parties.

NYCA may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. NYCA may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer

support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to NYCA and they are required to maintain the confidentiality of your information.

NYCA may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to:

- Conform to the edicts of the law or comply with legal process served on NYCA or the site
- Protect and defend the rights or property of NYCA
- Act under exigent circumstances to protect the personal safety of users of NYCA or the public

TRACKING USER BEHAVIOR

NYCA may keep track of the websites and pages our users visit within NYCA, in order to determine what NYCA services are the most popular. This data is used to deliver customized content and advertising within NYCA to customers whose behavior indicates that they are interested in a particular subject area.

AUTOMATICALLY COLLECTED INFORMATION

Information about your computer hardware and software may be automatically collected by NYCA. This information can include:

- Your IP address
- Browser type
- Domain names
- Access times and referring website addresses

This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the NYCA website.

LINKS

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

RIGHT TO DELETION

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity
- Debug to identify and repair errors that impair existing intended functionality
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law
- Comply with the California Electronic Communications Privacy Act
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us
- Comply with an existing legal obligation

- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information

CHILDREN UNDER THIRTEEN

NYCA does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

E-MAIL COMMUNICATIONS

From time to time, NYCA may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from NYCA or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from NYCA, you may opt out of such communications by clicking unsubscribe or sending an “unsubscribe” request to newyorkciderassociation@gmail.com.

EXTERNAL DATA STORAGE SITES

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

CHANGES TO THIS STATEMENT

NYCA reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our website, and/or by updating any privacy information. Your continued use of the website and/or services available after such modifications will constitute your:

- Acknowledgement of the modified Privacy Policy
- Agreement to abide and be bound by that Policy

CONTACT INFORMATION

NYCA welcomes your questions or comments regarding this Privacy Policy. If you believe that NYCA has not adhered to this statement please contact NYCA at:

New York Cider Association
3899 Indian Hill Road
Shrub Oak, New York 12508

Email Address:
newyorkciderassociation@gmail.com

EFFECTIVE AS OF MAY 15, 2023