

WEBSITE PRIVACY POLICY

This Privacy Policy (“Policy”) describes how we, WinterWonderGrass and Bonfire Entertainment (“we”), collect, use, and disclose information we obtain about visitors to our websites, our social media pages that we control, and other on-line or mobile services, applications, or advertisements (“Our Sites”), including use of the services available through our Site (“Services”). Unless otherwise provided for in this Policy, this Policy does not pertain to other information that is collected offline.

BY USING OUR SITES, YOU AGREE THAT YOU HAVE REVIEWED THIS PRIVACY POLICY EXPLANATION IN ITS ENTIRETY AND YOU CONSENT TO THE TERMS AND CONDITIONS OF THE POLICY AND TO OUR HANDLING OF YOUR PERSONAL INFORMATION AS STATED BELOW AND IN ACCORDANCE WITH OUR TERMS OF SERVICE, INCLUDING ITS APPLICABLE LIMITATIONS ON DAMAGES AND THE RESOLUTION OF DISPUTES. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS OF THIS POLICY, PLEASE DO NOT USE OUR SITES.

NOTIFICATION OF CHANGES TO THIS POLICY

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site. This policy was last updated in September, 2022.

PERSONAL DATA COLLECTED THROUGH WINTERWONDERGRASS.COM

We may collect personal information about you in a variety of ways, including directly from you as well as automatically through your use of Our Sites or Services. We may collect the following information from you:

- If you purchase a product or service via Our Sites, we may collect your first and last name, email address, mailing address, and billing information;
- If you contact us with a question related to our products or services, we may collect your first and last name, email address or phone number, and product or service details;
- If you choose to participate in a contest or sweepstakes, we may collect your first and last name, date of birth, and email address; and/or
- If you apply for a job, we may collect your first and last name, email address, mailing address, and your education and work history, and other information you may provide to us when applying.

We may automatically collect the following personal information about your use of Our Sites or Services through cookies, web beacons, and other technologies:

- your domain name;
- your device ID;
- your browser type and operating system;

- web pages of Our Sites you view as well as sites you may visit directly before arriving or on leaving Our Sites;
- links you click;
- your Internet Protocol (IP) address;
- location information of your device;
- the length of time you visit Our Sites and/or use our Services;
- and the referring Uniform Resource Locator (URL), and the webpage that led you to Our Sites.

USE OF PERSONAL DATA COLLECTED THROUGH WINTERWONDERGRASS.COM

WinterWonderGrass uses the personal data information you provide to answer your questions or resolve your problems. WinterWonderGrass also uses this information to help us improve the content and functionality of our websites, to better understand our customers and markets, and to improve our products and services. WinterWonderGrass may use this information to contact you in the future to tell you about products or services we believe will be of interest to you. If we do so, each communication we send you will contain instructions permitting you to “unsubscribe” from receiving future communications.

Similarly, we may provide “subscription” email services which enable you to receive current news and updates about Bonfire Entertainment events. For all such services, we will provide an opportunity to “unsubscribe” from, or cancel, the subscription. We also may use this data to administer contests, petitions, and sweepstakes, to provide our Services to you, to communicate with you about your use of our Services, to respond to your inquiries, to fulfill your orders, and for other customer service purposes; or to tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using Our Sites or Services.

ANONYMOUS DATA COLLECTED AT WINTERWONDERGRASS.COM

In addition to the information you provide when you use our websites, WinterWonderGrass uses technology to collect anonymous information about the use of our websites. For example, we use technology to track how many visitors access our websites, the date and time of their visit, the length of their stay, and which pages they viewed. We also use technology to determine which web browsers our visitors use and the address from which they accessed our sites (for example, if they connected to winterwondergrass.com by clicking on one of our banner ads). This technology does not identify you personally. It simply enables us to compile statistics about our visitors and their use of our sites. WinterWonderGrass uses this anonymous data and shares it with third parties to improve the content and functionality of our websites, to better understand our customers and markets, and to improve our products and services.

COOKIES

A cookie is a small piece of information that is sent to your browser and stored on your computer’s hard drive. Cookies do not damage your computer and they cannot be used to discover the identity of a user. You can set your browser to notify you when you receive a

cookie. This enables you to decide if you want to accept it or not and whether you are required to accept the cookie to view certain content. WinterWonderGrass may use cookies to “persist” a user session, that is, to maintain connection with a user as he or she moves through an application or series of web pages. The purpose of cookies in this context is to remember user inputs. For example, a “shopping cart” application records purchases up until the user reaches checkout. Personalization features also use cookies to identify groups of users and deliver appropriate content and services.

As you browse winterwondergrass.com, advertising cookies will be placed on your computer so that we can understand what you are interested in. Our display advertising partner then enables us to present you with retargeting advertising on other sites based on your previous interaction with WinterWonderGrass. The techniques our partners employ do not collect personal information such as your name, email address, postal address, or telephone number.

DISCLOSURE OF YOUR PERSONAL DATA

WinterWonderGrass does not share any of the personal data collected through this website with our affiliates.

While no method of data transmission is guaranteed against unlawful third party interception or other misuse, WinterWonderGrass uses commercially reasonable efforts to ensure protection of your data including industry-standard encryption and offline security methods at our physical facilities. WinterWonderGrass employees and contractors may have access to personal data. Such access will be limited to a need-to-know basis.

PUBLIC FORUMS

WinterWonderGrass may make forums, message boards, and/or news groups available to its users. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

DO NOT TRACK

Currently, our systems do not recognize browser “do-not-track” requests. You may, however, disable certain tracking by disabling cookies or opting-out of targeted advertising as noted below.

CLEAR GIFS, PIXEL TAGS AND OTHER TECHNOLOGIES

Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer’s hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Site to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our third party service providers also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our e-mails are viewed, and track whether our emails are forwarded.

CHILDREN

WinterWonderGrass does not knowingly collect personal data from children under the age of 13. If you are under thirteen, please do not give us any personal data. If you have reason to believe that a child has provided personal data to WinterWonderGrass, please contact us, and we will try to delete that information from our databases.

LINKS TO OTHER SITES

This privacy policy applies only to WinterWonderGrass and Bonfire Entertainment websites. WinterWonderGrass websites contain hyperlinks to websites that are not operated by WinterWonderGrass. These hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of these third-party websites or any association with their operators. WinterWonderGrass does not control these websites and is not responsible for their data practices. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal data about yourself.

SECURITY

No method of data transmissions over the Internet can be guaranteed to be 100% secure, so, we cannot ensure the security of any information you transmit to us. We do incorporate commercially reasonable technical and administrative means intended to provide security on our systems from corruption, loss, unauthorized access, or misuse. You should take steps to protect against unauthorized access to your password by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity. If you feel that the security of any information or any account that you have with us may have been compromised, please contact us immediately as outlined below.

CONTACT US

If you have any questions about this privacy policy or concerns about the way WinterWonderGrass & Bonfire Entertainment processes your personal data, please contact us at info@bonfireentertainment.com