



Holstein Association USA, Inc.

Member & Customer Privacy Notice

It is the intent of our policies to protect our members' and customers' right to privacy. This privacy notice discloses the privacy practices for Holstein Association USA Inc. and applies to information collected by Holstein Association USA Inc. and includes the following websites: www.holsteinusa.com, www.nationalfairtags.com, www.holsteintags.com, www.buytagsonline.com, www.enlightdairy.com, www.holsteinfoundation.org, and any other websites owned by Holstein Association USA, Inc.

This policy will notify you of the following:

1. What personally identifiable information is collected from you through the websites, how it is used and with whom it may be shared.
2. The security procedures in place to protect the misuse of your information.
3. How you can correct any inaccuracies in the information.

By using the Holstein Association USA's websites, you consent to the data practices described in this Notice.

Information Collection, Use, and Sharing

Holstein Association USA, Inc. collects information from you to deliver the products and services you request and to help improve your website and shopping experience. We collect information from you in a variety of ways through our websites and direct contact with you when you call or send mail to our office. Holstein Association USA, Inc. is the sole owner of the information collected from you.

We may also collect information about your computer hardware and software. This information helps our websites work properly and supports our customer marketing and analytics efforts. This information can include, but is not limited to: your IP address, the type of device you are using, your operating system, browser type, access times, and other information about your visit to our website.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order, or as specified below. Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services.

Account Registration

To order products or services on this website, a user must first complete the registration form to set up an account. During registration, a user is required to give certain information (such as name, address, and email address). This information is used to contact you about the products/services on our site in which you have expressed interest.

Orders

We request information from you on our order form. To buy from us, you must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date, or account number). This information is used for billing purposes and to fill your order. If we have trouble processing an order, we'll use this information to contact you.

Cookies

Websites may use "cookies" to enhance your online experience. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site. You have the ability to accept or decline cookies.

Sharing

We share personal information about you with service providers that help us with our business activities and to fulfill your orders and requests. We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes beyond filling your order.

We also partner with other parties to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

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.

Surveys & Research

From time-to-time our site may request information via surveys to conduct research. Participation in these surveys is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and address), and demographic information (such as age and membership type). Survey information will be used for purposes of monitoring or improving our current or future products and services.

Other Uses

Lists that include names and contact information (such as addresses, phone numbers, and email addresses) of Holstein Association USA members will only be released for the following specific purposes:

Requests from State Associations

State Holstein Associations may receive a list of current or potential members in their state, providing they guarantee the list will be used for State Association membership business only, and will not release the list for any other purpose.

State Holstein Associations may receive a list of Annual Meeting delegates providing they sign a statement guaranteeing the list will be used only for state publication mailing or board candidate campaign purposes.

Requests from Board of Directors Candidates

Holstein Association USA board candidates may receive a list of Annual Meeting delegates and top alternates, providing they sign a statement guaranteeing the list will only be used for campaign purposes.

Legal Requirements

Holstein Association USA, Inc. may disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to comply with the law or with legal processes served on Holstein Association USA, Inc. or its websites; protect and defend the rights or property of Holstein Association USA, Inc.; and act to protect the personal safety of users of Holstein Association's websites or the public.

Your Access to and Control Over Information

We will provide you with various way to access or update your information with us.

You can do this by:

- 1) Contacting us directly by telephone or email using the information at the bottom of this Notice, or
- 2) Once you have created an account on our website, you can log into your account and update your contact and account information.

Security

We recognize the importance of maintaining the security of our customers' personal information by taking precautions to protect that information. When you submit sensitive information via the website, your information is protected both online and offline. Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

Privacy of Children

The Holstein Association USA, Inc. websites are intended for a general audience and are not intended for 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.

Changes to this Privacy Notice

Holstein Association USA, Inc. reserves the right to change this Member & Customer Privacy Notice. The most current version of the Privacy Notice will supersede all previous versions. We encourage you to periodically review this Privacy Notice to stay informed of our updates.

Contact Information

If you have questions or comments about this Member & Customer Privacy Notice or feel that we are not abiding by this policy, please feel free to contact us at:

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Info@Holstein.com

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Effective as of December 1, 2018