

PRIVACY POLICY

Effective Date: 6/21/24

This privacy policy (“Privacy Policy”) applies to vinfen.org, which is owned and operated by Vinfen (“Vinfen,” “we,” “our,” or “us”), (the “Website”), however accessed and/or used, whether via personal computers, mobile devices, tablets, or other means. This Privacy Policy also applies to interactive features or downloads that are owned or operated by Vinfen, are available through the Website, or that interact with the Website and post this Privacy Policy. This Privacy Policy covers information collected at the Website and does not cover any information collected at any other website or offline by Vinfen (unless specifically stated).

This Privacy Policy explains Vinfen’s information collection practices at the Website, such as the types of information Vinfen collects regarding visitors to the Website and how we may use that information. Please review this Privacy Policy carefully. In addition, please review the Website’s Terms of Use, which governs your use of the Website.

You can determine when this Privacy Policy was last revised by referring to the “Last Updated” or similar legend at the top of this page. Any changes to this Privacy Policy will become effective upon posting of the revised Privacy Policy on the Internet, accessible through this site.

TABLE OF CONTENTS

Information We Collect on the Website

How We Use Your Personally Identifiable Information and Usage Information

External Links

Public Forums/User Content

Security

Updating or Deleting Your Personally Identifiable Information

Google Analytics

Changing Our Privacy Policy

Jurisdictional Issues – Consent to Transfer

Children’s Privacy

Contacting Vinfen

Information We Collect on the Website

Collection of Usage Information. When users come to our Website, we automatically collect “Usage Information” which includes, among other things, which pages of our Website were visited, the order in which they were visited, when they were visited, and which hyperlinks were “clicked.” We also collect information from the URLs from which you linked to our Website. Collecting such information may involve logging the IP address or other unique identifier (“Device Identifier”) for your computer, phone, tablet, or other device used to access the Website (any, a “Device”), operating system and browser software used by each user of the Website. Although such information is not Personally Identifiable Information, we may be able to determine from an IP address a user’s Internet Service Provider and the geographic location of his or her point of connectivity. Whenever we associate Usage Information or a Device Identifier with your Personally Identifiable Information, we will treat it as Personally Identifiable Information.

Technology Used on the Website. We also use or may use cookies, web beacons, and/or embedded scripts to help us determine and identify repeat visitors, the type of content and sites to which a user of our Website links, the length of time each user spends at any particular area of our Website, and the specific functionalities that users choose to use. Essentially, cookies are a user’s identification card for the Vinfen servers. Web beacons are small graphic files linked to our servers that allow us to track your use of our Website and related functionalities. An embedded script is programming code that is designed to collect information about your interactions with the Website, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third-party service provider, is active only while you are connected to the Website, and is deactivated or deleted thereafter.

Cookies, web beacons, and embedded scripts allow Vinfen to serve you better and more efficiently, and to personalize your experience at our Website. Cookies, web beacons, and

embedded scripts are not used to retain Personally Identifiable Information. You should be able to control how and whether cookies will be accepted by your web browser. Most browsers offer instructions on how to reset the browser to reject cookies in the “Help” section of the toolbar. If you reject our cookies, certain of the functions and conveniences of this Website may not work properly, but you do not have to accept our cookies in order to use many functionalities of the Website.

Vinfen does not currently take actions to respond to Do Not Track signals because a uniform technological standard has not yet been developed. We continue to review new technologies and may adopt a standard once one is created.

Collection of Personally Identifiable Information. In order to access certain features and benefits on our Website, you may need to submit “Personally Identifiable Information” (i.e., information that can be used to identify you). Personally Identifiable Information can include information such as your name, address, telephone number, and email address. You are responsible for ensuring the accuracy of the Personally Identifiable Information you submit to Vinfen. Inaccurate information may affect your ability to use the Website, the information you receive when using the Website, and our ability to contact you. For example, your email address should be kept current because that is one of the primary manners in which we communicate with you. We may collect Personally Identifiable Information in connection with various functionality and services offered via the Website, including the following:

Updates and Newsletters. Vinfen may offer you the ability to receive email updates and newsletters. In order to subscribe to these services, you may be required to provide us with Personally Identifiable Information such as your name, email address, and zip code.

Communications with Vinfen. We may receive Personally Identifiable Information when you send us an email message or otherwise contact us.

Social Media Interaction. We may receive Personally Identifiable Information when you engage with our Website on or through third-party social networking sites, such as Facebook or X, and allow us to have access to information from your profile (e.g., name, email address, photo, gender, birthday, location, friends, followers, the posts or the ‘likes’ you make). You can control what data you share through privacy settings available on some social networking sites. For more information about how you can customize your privacy

settings and how such third-party sites treat your Personally Identifiable Information, please refer to their privacy policies and terms of use.

Metadata. Metadata is usually technical data that is associated with User Content. For example, Metadata can describe how, when, and by whom a piece of User Content was collected and how that content is formatted. Users can add or may have Metadata added to their User Content including a hashtag (e.g., to mark keywords when you post a photo), geotag (e.g., to mark your location to a photo), comments, or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs, then your latitude and longitude will be stored with the photo and searchable (e.g., through a location or map feature) if you make your photo public by posting it on our Website.

How We Use Your Personally Identifiable Information and Usage Information

Please take some time to familiarize yourself with the different ways Vinfen uses the information that we gather.

Usage Information. We use Usage Information in aggregate form to build higher quality, more useful services by performing statistical analyses of the collective characteristics and behavior of our users, and by measuring demographics and interests regarding specific areas of our Website.

Personally Identifiable Information. Except as set forth in this Privacy Policy or as specifically agreed to by you, Vinfen will not disclose any Personally Identifiable Information to third parties we collect from you on the Website. In addition to the other uses set forth in this Privacy Policy, we may disclose and otherwise use Personally Identifiable Information as described below.

Updates and Newsletters. We use Personally Identifiable Information collected when you sign-up for our various email, newsletter, or update services to send you the messages and newsletters that you request us to send.

Communications with Vinfen. When you send us an email message or otherwise contact us, we may use the information provided by you to respond to your communication and/or as described in this Privacy Policy.

Here is a list of cookies that we use in connection with our store. We've listed them here so you that you can choose if you want to opt-out of cookies or not:

_session_id, unique token, sessional. Allows us to store information about your session (referrer, landing page, etc).

_shopify_visit, no data held, persistent for 30 minutes from the last visit. Used by our website provider's internal stats tracker to record the number of visits.

_shopify_uniq, no data held, expires midnight (relative to the visitor) of the next day. Counts the number of visits to a store by a single customer.

cart, unique token, persistent for two weeks. Stores information about the contents of your cart.

_secure_session_id, unique token, sessional

storefront_digest, unique token, indefinite. If the shop has a password, this is used to determine if the current visitor has access.

External Links

For your convenience, we may provide links to websites operated by companies other than Vinfen ("Third-Party Sites") that we believe may be of interest to you. We do not disclose your Personally Identifiable Information to these Third-Party Sites without obtaining your consent. We do not endorse and are not responsible for the privacy practices of these Third-Party Sites. If you choose to click on a third-party link, you will be directed to that Third-Party Site. We strongly encourage you to review the privacy policy of any Third-Party Site that you choose to visit.

Security

Vinfen takes reasonable steps to secure your Personally Identifiable Information against unauthorized access, loss, and misuse. However, no data transmission over the Internet, wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that Vinfen cannot ensure or warrant the security of any information you transmit to Vinfen via its Website, and you do so at your own risk.

Updating or Deleting Your Personally Identifiable Information

You may update or delete your Personally Identifiable Information by contacting us as provided in the "Contacting Vinfen" section of this Privacy Policy. Please note that we may be required (by law or otherwise) to keep certain information and not delete it (or to keep

this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements).

Google Analytics

The Website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to help analyze how users use the site. The information generated by the cookie about your use of the Website will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on Website activity for Website operators, and providing other services relating to Website activity and internet usage. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of the Website. By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Changing Our Privacy Policy

Vinfen may revise this Privacy Policy from time to time. When we make changes to this Privacy Policy, we will change the “Last Updated” date at the top of this page. If we make any material changes, we will notify you by email (sent to the email address specified in your account) or by means of a notice on the Website prior to the change becoming effective. Please review this Privacy Policy periodically for the latest information on our privacy practices.

Jurisdictional Issues – Consent to Transfer

The Website is operated in the United States and is intended for users located in the United States. If you are located outside of the United States, please be aware that the information we collect, including Personally Identifiable Information, will be transferred to, processed, and stored in the United States. By using the Website or providing us with any information, you consent to this transfer, processing, and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside or are a citizen.

Children's Privacy

The Website is not intended for use by children under the age of 13, and Vinfen does not knowingly collect Personally Identifiable Information from children under the age of 13. If we become aware that we have inadvertently received Personally Identifiable Information from a user under the age of 13, we will delete such information from our records.

Contacting Vinfen

If you have any questions about this Privacy Policy or the privacy practices of this Website, please contact us at:

Vinfen

950 Cambridge Street

Cambridge, MA 02141

Phone: (617) 441-1800

Email: info@vinfen.org