

Privacy Policy

Thank you for visiting Estoria (“Estoria” or “we”) Internet web site (“Site”) located at the URL www.EstoriaCooperatives.com. This Privacy Policy details certain policies implemented throughout Estoria governing Estoria’s collection and use of personally identifiable information about users of the Site and our services.

1. Privacy Policy Updates

Estoria may need to update this Privacy Policy from time to time. If so, Estoria will post its updated Privacy Policy on the Site along with a change notice on the Site. Estoria encourages you to review this Privacy Policy regularly for any changes. Your continued use of this Site and/or services and/or your continued provision of personally identifiable information to us after the posting of such notice will be subject to the terms of the then-current Privacy Policy.

2. Information Collection

In certain sections of this Site, we may require you to submit your personally identifiable information to us, and we may invite you to submit questions, comments and request information. In addition to any personal information that you may voluntarily provide, the Site collects information using cookies and other third-party tools. Please refer to the sections below on “Cookies” and “Third Party Analytics Tools” and “Third Party Advertising Tools” for more information about the information these tools collect and use.

Due to the nature of some of our services, you may provide us with personally identifiable information such as your name, email address, address, phone number, and other contact information you voluntarily transmit with your communication to us.

3. Information Use

We may use your personally identifiable information to deliver our services or information you have requested, verify that you are a customer or prospective customer, send you information that you have signed up to receive, notices about our products and/or services that you have used or that may be of interest to you and notices about events, and improve the content and general administration of the Site and our services.

If you are a user of our services, we may use your personally identifiable information to provide the services to you.

4. Children's Privacy

Estoria recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. Neither the Site nor our

services are intended for children under the age of 16. Estoria does not target its services or this Site to children under 16. Estoria does not knowingly collect personally identifiable information from children under the age of 16.

5. Cookies

We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file.

On the Site, we use session cookies to make it easier for you to navigate the Site by remembering your locale preferences and to improve and track the overall Site experience. For the Site, we set a persistent cookie to authenticate your login and authorization to use the services. Persistent cookies enable us to track, store and target the interests of our users to enhance the experience on the Site. If you reject cookies, you may still use the Site, but your ability to use some areas of the Site may be limited.

6. Third Party Analytics Tools

Beyond the personally identifiable information you voluntarily provide to us directly, Estoria utilizes analytics tools including third party technologies, such as Google Analytics, to collect information utilizing cookies. Certain types of information, including geolocation, device type, onsite website usage and behavior, demographic data, and purchase history, is collected and aggregated across Estoria Site users for our analysis and advertising efforts.

7. Third Party Advertising Tools

Estoria uses Google Analytics and similar types of technologies to display relevant advertisements to users who have previously visited the Site. Referred to as remarketing or retargeting, Estoria may utilize previous session information to serve display advertisements to you on the Site and based on such session information Google may set a cookie and serve ads to you on third party websites on the Google Display Network. Third party vendors such as Google may display Estoria ads on websites across the Internet. Aggregated user data may be utilized to create remarketing/retargeting "lists," or groups of users with similar onsite behaviors or demographics. Estoria also uses Google tools to display advertisements to users based on their inferred interests and demographics.

Users may learn more about Google's use of cookies by visiting the Google Privacy and Terms page at <http://www.google.com/policies/>. You may opt out of being tracked by Google Analytics by i) Turning off cookies in the preferences settings in your browser ii) Downloading the Google Analytics opt-out browser add on available at: <https://tools.google.com/dlpage/gaoptout/> iii) Opting out of user interest and demographic categories in the Settings for Google Ads feature to manage or opt out of Google interest based ads at: or iv) Managing cookies used for online advertising across multiple companies at the US-based Network Advertising Initiative at <http://www.networkadvertising.org/choices/>.

8. Usage Information

We automatically collect information about your interactions with the Site, including information about the device you use to interact with and/or access the Site, such as: IP address, access dates and times, information about your approximate location (as determined through your IP address), hardware and software information, mobile, computer or hardware device information (e.g., operating system version, Hardware model, IMEI number and other unique device identifiers, MAC address, and device settings), device event information, and crash data. This information allows Estoria to understand how you've used the Site (which may include administrative and support communications with us or whether you have clicked on links to External Web Sites), and other actions you have taken in connection with your use of the Site. We automatically collect log data when you access and use the Site, even if you have not created an account or logged in.

9. Aggregate Information

We may collect and track the total number of visitors to the Site, the number of visitors to each page of the Site, External Web Sites (defined below) linked to and other aggregated data collected through our services and we may analyze this data for trends and statistics in the aggregate but such information will be maintained, used and disclosed in aggregate form only and it will not contain personally identifiable information. We may use such information for purposes such as analyzing trends, administering the Site, and to understand how users interact with the Site.

10. Disclosure of Personally Identifiable Information

We may provide your personally identifiable information and the data generated by cookies and third party analytics tools and the aggregate information to the vendors and service agencies that we may engage to assist us in providing our services to you. For example, we engage with G5 Search Marketing, Inc. to assist us in creating and hosting this Site.

We will disclose your personally identifiable information if we reasonably believe we are required to do so by law, regulation or other government authority or to assist in any investigation, to protect our or our users' rights or to enforce our terms of use. We will not sell your personally identifiable information to any company or organization except we may transfer your personally identifiable information to a successor entity upon a merger, consolidation or other corporate reorganization in which Estoria participates or to a purchaser of all or substantially all of Estoria's assets to which this Site relates.

11. Links to Third Party Sites

The Site may provide links to other Web sites or resources over which Estoria does not have control ("External Web Sites"). Such links do not constitute an endorsement by Estoria of those External Web Sites. You acknowledge that Estoria is providing these links to you only as a convenience, and further agree that Estoria is not responsible for the content of such External

Web Sites. Your use of External Web Sites is subject to the terms of use and privacy policies located on the linked to External Web Sites.

12. Security

We may employ industry standard procedural and technological measures that are reasonably designed to help protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. Estoria may use, without limitation, firewalls, password protection, secure socket layer, and other security measures to help prevent unauthorized access to your personally identifiable information.

13. Privacy Notice for California Residents

Shine the Light. California Code Section 1798.83 permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to other parties for their direct marketing purposes. To make such a request, please send an email to Info@EstoriaCooperatives.com with the subject "Shine the Light Request."

14. Notice to Users Located Outside of the United States

This Site and the services on this Site are targeted for users in the United States of America only. Any information you enter on this Site may be transferred outside of your home country to the United States of America, which may not offer an equivalent level of protection to that required of your home country's data protection laws.

Contact Us

If you have any questions regarding this Privacy Policy please contact us via email at Info@EstoriaCooperatives.com Marketing Department or by phone at 612.874.2000.