

## **Standard Privacy Notice**

This privacy notice discloses privacy practices for Blue Baker. This privacy notice applies solely to information collected by Blue Baker, except where stated otherwise.

### Information Collection, Use and Sharing

We only have access to collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you regarding the reason you contacted us. We may share your information with third parties outside of our organization to fulfill your request or share promotional information related to your service, product or reason you contacted us.

Unless you request, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### Your Access To and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number provided on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data

### Registration and Orders

To order on the Blue Baker website, a user will be asked to share personal information (such as name, phone, address and email address) and billing information (such as credit card). This information is used to prepare, deliver and/or serve Blue Baker products/services in which you have ordered and/or expressed interest. This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you.

At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required. You may also sign up for Blue Rewards, our email newsletters, but it is not required.

### Sharing

We share aggregated demographic information with our partners and advertisers. Personal information may also be used to customize offers and promotions specific to your previous purchases. We do not sell your personal information to other companies.

We use 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.

## Security

We take precautions to protect your information. When you submit sensitive information via our 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 closed lock icon at the bottom of your web browser, or 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 (e.g. billing or customer service) are granted access to personally identifiable information. The computers/servers on which we store personally identifiable information are kept in a secure environment.

## Cookies

We use "cookies" on this site. 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. Cookies can also enable us to track and target the interests of our users to enhance their experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site. Some of our business partners may use cookies on our site (e.g., advertisers). However, we have no access to or control over these cookies.

## Surveys and Contests

From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests 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 email) and/or demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

## Notification of Changes

Whenever material changes are made to the privacy notice, we will notify consumers. If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 979-846-5219 or via email at [comments@bluebaker.com](mailto:comments@bluebaker.com).

## Other Provisions as Required by Law

Numerous other provisions and/or practices may be required as a result of laws, international treaties, or industry practices. Whenever material changes are made to these practices, we will notify consumers.