

PRIVACY POLICY

Holy Grounds Coffee LLC & Holy Rollers LLC

Effective Date: June 23, 2025

Last Updated: June 23, 2025

1. Introduction

Holy Grounds Coffee LLC and Holy Rollers LLC (collectively referred to as "we," "us," or "our") are committed to protecting the privacy of our customers, website visitors, and business contacts. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with our businesses, visit our locations, use our websites or mobile ordering platforms, or communicate with us.

By engaging with our services or providing us with your personal information, you agree to the terms described in this Privacy Policy.

2. Businesses Covered

This Privacy Policy applies to both of the following entities, which are operated under common ownership and management:

- Holy Grounds Coffee LLC — a California limited liability company operating a coffee shop and related food and beverage services.
- Holy Rollers LLC — a California limited liability company associated with our business operations and related activities.

Both entities are based in Live Oak, California and may share operational and customer data as described in this Policy.

3. Information We Collect

We may collect the following categories of personal information:

a. Information You Provide to Us

- Name, phone number, and email address (e.g., when joining our loyalty program, mailing list, or placing an order)
- Payment information (processed securely through third-party payment processors; we do not store full card numbers)
- Order history and preferences

- Messages or feedback you send us directly
- Business contact information if you are a vendor, supplier, or contractor

b. Information Collected Automatically

- Device type, browser type, and IP address when visiting our website
- Pages visited, time spent, and referring URLs
- Cookies and similar tracking technologies (see Section 7 below)

c. In-Store and Point-of-Sale Information

- Purchase transactions and receipts
- Loyalty program participation and redemption history
- Security camera footage (for safety and loss prevention purposes only)

4. How We Use Your Information

We use the information we collect for the following purposes:

- To process and fulfill your orders and transactions
- To manage and administer loyalty programs and promotions
- To communicate with you about your orders, questions, or feedback
- To send marketing and promotional communications (where you have opted in)
- To improve our products, services, and customer experience
- To comply with legal obligations and resolve disputes
- To detect, prevent, and address fraud or security issues
- To operate and improve our websites and digital platforms

5. Sharing of Your Information

We do not sell your personal information. We may share your information in the following limited circumstances:

- **Service Providers:** Third-party vendors who assist us with payment processing, email marketing, website hosting, loyalty platforms, or analytics — all bound by confidentiality obligations.
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.
- **Legal Requirements:** When required by law, court order, or to protect our legal rights or the safety of others.

- Between Covered Entities: Holy Grounds Coffee LLC and Holy Rollers LLC may share operational and customer information with each other as part of their shared management and administration.
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6. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes described in this Policy, comply with our legal obligations, resolve disputes, and enforce our agreements. When information is no longer needed, we will delete or anonymize it in a secure manner.

7. Cookies and Tracking Technologies

Our websites may use cookies, web beacons, and similar technologies to enhance your browsing experience and collect usage data. You may disable cookies through your browser settings; however, some features of our websites may not function properly as a result.

We do not respond to browser "Do Not Track" signals at this time.

8. Third-Party Services and Links

Our websites or communications may contain links to third-party websites or integrate with third-party platforms (such as online ordering systems, social media, or payment processors). We are not responsible for the privacy practices of those third parties and encourage you to review their privacy policies before providing any personal information.

9. Your California Privacy Rights

As California residents, you may have rights under the California Consumer Privacy Act (CCPA) and other applicable California law, including:

- The right to know what personal information we collect, use, disclose, or sell
- The right to request deletion of your personal information (subject to certain exceptions)
- The right to opt out of the sale of your personal information (we do not sell personal information)
- The right to non-discrimination for exercising your privacy rights

To submit a privacy request, please contact us using the information in Section 12. We will respond within 45 days as required by law.

10. Children's Privacy

Our services are not directed to children under the age of 13. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child under 13, please contact us immediately and we will delete it promptly.

11. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

12. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

Holy Grounds Coffee LLC / Holy Rollers LLC

Live Oak, California

Email: [Insert Business Email]

Phone: [Insert Business Phone]

For California privacy rights requests, please note "Privacy Request" in your subject line or message.

13. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. When we do, we will revise the "Last Updated" date at the top of this document. If material changes are made, we will notify you by posting a notice in our locations or on our website, or by direct communication where feasible. Your continued use of our services after any changes constitutes your acceptance of the updated Policy.

This Privacy Policy is effective as of the date listed above and governs all interactions with Holy Grounds Coffee LLC and Holy Rollers LLC.