

CASA ALTA, LLC - PRIVACY POLICY

Last updated January 1, 2021

CASA ALTA cares about your privacy. For this reason, we collect and use personal information only as needed to deliver our products, services, websites and mobile applications, and to communicate with you about the same, or as you have requested (collectively, our "Services"). Your personal information includes information such as your:

- ★ Name;
- ★ Address;
- ★ Telephone number;
- ★ Date of birth;
- ★ Email address;
- ★ Billing and payment information;
- ★ Candidate information (for job applicants); and
- ★ Other data collected that could directly or indirectly identify you.

Our Privacy Policy not only explains how and why we use your Personal Information that we collect, but also how you can access, update or otherwise take control of your personal information.

If at any time you have questions about our practices or any of your rights described below, you may reach our team at casaaltahomeentertainment@gmail.com with the subject line "Privacy Policy". Our inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

WHAT INFORMATION WE COLLECT, HOW WE COLLECT IT AND WHY

Much of what you likely consider personal information is collected directly from when you:

1. Create an account or purchase any of our Services (ex: billing information, including name, address, credit card number, government identification);
2. Request customer support from us;
3. Complete contact forms or request newsletters or other information from us (ex: email); or
4. Participate in classes, contests, surveys, apply for a job, or otherwise participate in activities we promote that might require information about you.

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However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance. These methods of collection may not be as obvious to you, so we will explain a bit more about what these might be (as they vary from time to time):

- I. Cookies and similar technologies** on our websites and our mobile applications allow us to track your browsing behavior, links clicked, items purchased, your device type, and to collect various data, including analytics, about how you use and interact with our Services. These technologies automatically collect data when you use and interact with our Site, including metadata, log files, cookie/device IDs, page load time, server response time, and links (including those of Third-Parties, such as social media plugins) contained within the Site, Internet Protocol (IP) address, browser type and settings, the date and time the Site was used, information about browser identifiers and error data is collected. All this allows us to provide you with more relevant offerings, a better experience on our Site and mobile applications, and to collect, analyze, and improve the performance of our Services. We may also collect your location (IP address) so that we can personalize our Services. For additional information, and to learn how to manage the technologies we utilize, please visit our Cookie Policy.
- II. Supplemented Data** may be received about you from other sources, including publicly available databases or third parties from whom we have purchased data, in which case we may combine this data with information we already have about you so that we can update, expand, and analyze the accuracy of our records, assess the qualifications of a candidate for employment, identify new customers, and provide products and services that may be of interest to you . If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reasons or which is was provided to us.

HOW WE UTILIZE INFORMATION

We strongly believe in both minimizing the data we collect and limiting its use and purpose to only that:

1. For which we have been given permission;
2. As necessary to deliver the Services you purchase or interact with; or

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3. As we might be required or permitted for legal compliance or other lawful purposes:

Delivering, improving, updating, and enhancing our Services. We collect various information relating to your purchase, use, and/or interactions with our Services. We utilize this information to:

- ★ Improve and optimize the operation and performance of our Services (including our websites and mobile applications);
- ★ Diagnose problems with and identify any security and compliance risks, errors, or needed enhancements to the Services;
- ★ Detect and prevent fraud and abuse of our Services and systems;
- ★ Collect aggregated statistics about use of the Services; and
- ★ Understand and analyze how you use our Services and what products and services are most relevant to you.

Much of the data collected is aggregated, or statistical data about how individuals use our Services, and is not linked to any personal information.

Sharing with trusted third parties. We may share personal information with affiliated companies within our corporate family, with third parties with which we have partnered to allow you to integrate their services into our own Services, and with trusted third party service providers as necessary for them to perform services on our behalf, such as:

- ★ Processing credit card payments;
- ★ Serving advertisements;
- ★ Conducting contests or surveys;
- ★ Performing analysis of our Services and customers demographics;
- ★ Communicating with you, such as by way email or survey delivery;
- ★ Customer relationship management;
- ★ Security, risk management and compliance; and
- ★ Recruiting support and related services.

These third parties (and any subcontractors they may be permitted to use) have agreed not to share, use, or retain your personal information for any purpose other than as necessary for the provision of Services.

We will also disclose your information to third parties:

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1. In the event that we sell or buy any business or assets (whether a result of liquidation, bankruptcy or otherwise), in which case we will disclose your data to the prospective seller or buyer of such business or assets; or
2. If we sell, buy, merge, are acquired by, or partner with other companies or businesses, or sell some or all of our assets. In such transitions, your information may be among the transferred assets.

Communicating with you. We may contact you directly or through a third party service provider regarding products or services you have signed up for with or purchased from us, such as necessary to deliver transactional or service related communications. We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed based upon legitimate interests. You don't need to provide consent as a condition to purchase our goods or services. These contacts may include:

- ★ Email;
- ★ Text (SMS) messages;
- ★ Telephone calls;
- ★ Messenger applications (e.g. WhatsApp, etc.); and
- ★ Automated phone calls or text messages.

You may also update your subscription preferences with respect to receiving communications from us and/or our partners by signing into your account, if applicable, and visiting the "Account Settings" page.

If we collect information from you in connection with a co-branded offer, it will be clear at the point of collection who is collecting the information and whose privacy policy applies. In addition, it will describe any choice options you have in regards to the use and/or sharing of your personal information with a co-branded partner, as well as how to exercise those options. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

If you believe that anyone has provided us with your personal information and you would like to request that it be removed from our database, please contact us at casaaltahomeentertainment@gmail.com.

Transfer of personal information abroad. If you utilize our Services from a country other than the United States, your personal information may be transferred across international borders, which will only be done when necessary

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for the performance of our contract with you, when we have your consent to do so, or when the appropriate standard contractual clauses are in place.

Compliance with legal, regulatory, and law enforcement requests. We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights or the property rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

HOW WE SECURE, STORE, AND RETAIN YOUR DATA

We follow generally accepted standards to store and protect the personal information we collect, both during transmission and once received and stored, including utilization of encryption where appropriate.

We retain personal information only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These may include retention periods:

1. Mandated by law, contract, or similar obligations applicable to our business operations;
2. For preserving, resolving, defending, or enforcing our legal/contractual rights; or
3. As needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal information, you can contact us at casaaltahomeentertainment@gmail.com.

HOW YOU CAN ACCESS, UPDATE, OR DELETE YOUR DATA

If applicable, to easily access, view, update, delete, or port your personal information, or to update your subscription preferences, please sign into your Account and visit "Account Settings".

If you make a request to delete your personal information and that data is necessary for the products or services you have purchased, the request will be honored only to the extent it is no longer necessary for any Services purchased or

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required for our legitimate business purposes or legal or contractual record keeping requirements.

If you are unable for any reason to access your Account Settings, you may also contact us by one of the methods described in the "Contact Us" section below.

"DO NOT TRACK" NOTIFICATIONS

Some browsers allow you to automatically notify websites you visit not to track you using a "Do Not Track" signal. There is no consensus among industry participants as to what "Do Not Track" means in this context. Like many websites and online services, we currently do not alter our practices when we receive a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track", you may wish to visit www.allaboutdnt.com.

AGE RESTRICTIONS

OUR SERVICES ARE AVAILABLE FOR PURCHASE ONLY FOR THOSE OVER THE AGE OF 18. Although our services are frequently offered to those under the age of 18, they are not targeted nor intended to be sold to minors without parental consent or permission.

If you know of or have reason to believe anyone under the age of 18 has provided us with any personal information, please contact us immediately.

NON-DISCRIMINATION

WE WILL NOT DISCRIMINATE AGAINST YOU FOR EXERCISING ANY OF YOUR PRIVACY RIGHTS. Unless permitted under applicable laws, we will not:

- ★ Deny you goods or services;
- ★ Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;
- ★ Provide you a different level or quality of goods or services; or
- ★ Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

CHANGES TO THIS POLICY

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what

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information we collect, how we use it, and under what circumstances, if any we disclose it. If we make material changes to this Privacy Policy, we will notify you here, by email, or by means of a notice on our home page prior to the implementation of the changes.

CONTACT US

If you have any questions, concerns, or complaints about our Privacy Policy, or how we handle your personal data, you may contact us at the below email address:

CASA ALTA, LLC

Email: casaaltahomeentertainment@gmail.com

We will respond to all requests, inquiries, or concerns within thirty (30) days.