

# Privacy Policy

## Introduction

The Hondo Group, LLC, dba Street Fest ("Street Fest", "we", "our", or "us"), respects your privacy and is committed to protecting it through compliance with this policy.

This policy (as amended from time to time, this "Privacy Policy") describes the types of information we may collect from you or that you may provide when you visit the websites <https://vendor.thehondorodeofest.com>, including all related Street Fest & Hondo Rodeo Fest websites, desktop and mobile applications and other services provided by The Hondo Expo (collectively the "Website"), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

We use information you provide in connection with providing and improving the Website and taking certain actions on your behalf and as authorized by you. By using the Website, you agree to the collection and use of information in accordance with this Privacy Policy.

## Information Collection and Use

While using the Website, we may ask you to provide us with certain information, including without limitation personally identifiable information that can be used to contact or identify you. This Privacy Policy applies to information we collect:

- on our Website;
- in email, text, and other electronic messages between you and our Website;
- through our mobile and desktop applications, which provide a dedicated non-browser-based interaction between you and our Website;
- all information given to us that you put on your exhibitor application

This Privacy Policy does not apply to information collected by:

us offline or through any other means, including on any other website operated by us or any third party that does not include a link to this Privacy Policy; or any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, you must not use our Website. By accessing or using our Website, you agree to this Privacy Policy. This Privacy Policy may change from time to time (see provisions set forth under the heading Changes to Our Privacy Policy). Your continued use of our Website after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

## **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including, (but not limited to) information:

- related to payment transactions, including without limitation credit card details;
- related to all information you put on your exhibitor application
- related to any forms you submit

We collect this information:

- directly from you when you provide it to us;
- automatically as you navigate through the Website (information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies)

## **Information You Provide To Us**

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes, without limitation, information provided in connection with:
- Exhibitor Application
- Records and copies of your correspondence (including email addresses), if you contact us, including without limitation to report any problem with the Website.
- Details of transactions you carry out through the Website or otherwise regarding the fulfillment of any orders initiated through the Website. You may be required to provide financial information before placing an order through the Website.
- Your search queries on the Website.

## **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you, including without limitation through a customized experience.
- To provide you with technical support and responses to submitted enquiries.
- For any other purpose with your consent.

## **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business. This may include without limitation: maintenance services, database management, payment processing, fraud detection, web analytics, and online advertising.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, equity sale or sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred or will otherwise be under the control of such buyer or successor following the consummation of such transaction.
- For any other purpose disclosed by us when you provide the information, with your consent.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.
- To protect our interests. Your information will be disclosed if we feel it is necessary in order to protect or defend our legitimate interests and rights, or those of our users, employees, directors, managers, officers, or equity holders, and/or to ensure the safety and security of World Deer Expo.
- World Deer Expo actively works to prevent unauthorized persons from accessing our files or hacking into our Website. We cannot guarantee these efforts will always be successful or that your information may not be altered, misused, or lost. We are not responsible for any security breaches or any misuse of your information received by a third party.

## **Accessing and Correcting Your Information**

You are responsible for maintaining the accuracy of information you submit to us, such as your contact information, and you must update your account information with any changes by contacting us.

You may also send us an email to the email address listed under the heading Contact Us to request access to, or correct any personal information that you have provided to us.

## **Your California Privacy Rights**

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email or letter to us at the email address or mailing address, as applicable, listed under the heading Contact Us.

## **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. No method of electronic storage or transmission of information over the internet is 100% secure. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to this Privacy Policy on this page. If we make material changes to how we treat our users' personal information, we may notify you by email to the primary email address specified in your account and/or through a notice on the Website home page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Privacy Policy to check for any changes.

## **Contact Information**

To ask questions or comment about this Privacy Policy and our privacy practices, contact us:

[vendor@thrfest.com](mailto:vendor@thrfest.com)

Street Fest at the Hondo Rodeo Fest