

PRIVACY POLICY.

We have adopted the following Privacy Policy in connection with the Site.

Acquisition of Information. We do not acquire any more information about visitors to the Site than is required by law or is otherwise necessary to provide a high level of service efficiently and securely or than is acquired by the host of the Site unless you provide it to Us voluntarily. Our primary goal in collecting utility and personal information is to provide you the functionality and services that you need to have a meaningful and customized experience while using features on the Site.

How We Use the Personally Identifiable Information We Collect:

Personally identifiable information collected on Site may be used to:

- Fulfill and deliver Participant-only content
- Respond to your comments or requests for information
- Make the user experience more customer friendly
- Contact you if necessary in the course of processing requests
- Generate analytics that improve the Site layout, content and offerings
- Compile user data that is stored in Our database (directly or through Our business partners and/or affiliates)
- Contact you regarding other products and services offered by or through SOP Cooperative, if any and
- Comply with legal requirements

Other (Non-Personally Identifiable) Information We Collect From Website Visitors:

The Site may collect other non-personally identifiable information from visitors. This means that We do not track these items on an individual basis that identifies the visitor, but rather gather and collect this information on an aggregate basis that includes all visitors to the Site. Non-personal information may include tracking the pages on the Site that are visited or the amount of time spent on the Site.

How We Use the Aggregate or Non-Personally Identifiable Information We Collect:

Non-Personally identifiable information collected on Site may be used to:

- Compile aggregate and statistical data to help in design of Site and to identify popular features
- Measure activity on Site to allow Us to update such Site to better meet user wants and needs and
- Make the user experience more customer friendly

Sharing Your Information:

We do not share, sell or rent personally identifiable information with unrelated third parties for their own use without providing you a choice. Personal information that you provide to Us in the course of using features of Site, making a donation (if available), becoming a Participant or requesting information through the Site may be gathered and stored and be used for purposes of

contacting you for things like thanking you, promotional offers, marketing programs or other communications from the Site or from Our membership or business partners.

Participants, contractors, or partners of the Site who have access to your personal information in connection with providing services for the Site are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for or with the Site or to market products and services to you as long as you have the option to opt out of that communication.

Disclosure to Third Parties/Business Partners. We will provide individually-identifiable information about visitors to Site to third parties who are not business partners only if We are compelled to do so by order of a duly-empowered governmental authority (including, but not limited to, a court order), or to comply with laws or regulations or in order to provide services you request. In these circumstances, your information may be divulged without your consent.

When We make information available to Our Participants or business partners, We will not share with them any more user information than is necessary; and We will make reasonable efforts to assure that they use such information in a manner that is consistent with this Privacy Policy.

Cookies. We may use “Cookies.” Cookies are pieces of information that a website transfers to your computer hard drive. Cookies can identify a particular computer, but not an individual user. Advertisers may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

Cookies used on the Site are categorized as detailed below. While We may not use all these categories, the guide separates cookies into the following types:

1. **Strictly Necessary Cookies.** These cookies enable you to browse the Site and use features. Without these cookies, services such as e-billing and shopping carts, if any, cannot be provided.
2. **Performance Cookies.** These cookies collect information about how visitors utilize the Site, allowing Us to improve the Site. These cookies also let affiliates/business partners know if you came to the Site from an affiliate or business partner and if your visit resulted in a purchase. No personal information is collected.
3. **Functionality Cookies.** These cookies allow the Site to remember choices you make while browsing the Site. We may store geographic location to ensure the Site is optimized for your area or We may store text, font or other customizable elements. These cookies will not collect any information that personally identifies you and will not track your browsing activity on other websites.

Access To and Control Over the Use of Your Information. In the event we permit user accounts to Our Site, You will be able to access, correct or update your personal information. You will be asked for your ID and password so that We may be able to process your changes. We will use reasonable efforts to correct any factual inaccuracies in your information.

Security of Your Information. It is important that you protect your ID and password to keep your information confidential and to protect your account, if any. Always be sure to log out when you are done using the Site. No data transmission over the Internet can be guaranteed to be 100% secure. As a result, We cannot ensure or warrant the security of any information you transmit to

Us or that We transmit to you. We disclaim any and all liability for disclosure of any information obtained due to errors in transmission or the unauthorized acts of third parties as more specifically detailed in the [Disclaimer](#).

Linked Site. The Site provides links to other websites or may use third-party providers. If a hyperlinked website from Us exists, that other website may ask for personal information – for instance, if you are purchasing a product or service. We have no control over a third party’s use of any personal information you provide. We urge you to exercise care when providing personal information to anyone. The Site is not responsible for the privacy policies, content or data handling practices on other websites.

Email Inquiry. If you send an email inquiry to SOP Cooperative, the return email address is used for the answer. We do not use the return email address for any other purpose and do not share it with any third party.

Protecting children’s privacy is especially important to Us. The Site is not directed at children under thirteen (13) years of age and is not a Site intended for a general audience.

Public Areas of Site. Any information you may disclose in any public areas of a website or the Internet becomes public information.

Hackers. While We make every effort to ensure the integrity and security of Our network and systems using the standard measures in place through our website host, We cannot guarantee that such security measures will prevent third-party “hackers” from illegally obtaining this information.

Contact. If you have any questions regarding the Site or this Privacy Policy, please contact: Webmaster for the SOP Cooperative Site at 2100 Washington Ave
Golden, CO 80401.

Last Updated: March 26, 2015