

BRAMBLE

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PRIVACY POLICY

WillowdaleEstate.com and BriarBarnInn.com (the “Sites”) are owned and operated by Bramble Hospitality, LLC (“Bramble Hospitality”). **BY USING THE SITES, YOU INDICATE YOUR UNDERSTANDING AND ACCEPTANCE OF THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT ACCEPT THESE TERMS, DO NOT USE THE SITES.** Please carefully read this Privacy Policy as it may have changed since your last visit to the Sites. Continued use of the Sites indicates your understanding and acceptance of any changes made to this Privacy Policy and posted to the Sites. This Privacy Policy does not cover the privacy practices of any third-party website to which the Sites may link.

This Privacy Policy describes the information practices of Bramble Hospitality and the Sites, including what types of information are gathered and tracked; how the information is collected, used, and stored; and with whom the information is shared.

What information does Bramble Hospitality collect?

Bramble Hospitality collects both personally identifiable information (“PII”) and non-personally identifiable information (“Non-PII”). PII refers to information that identifies you directly. We collect PII only when you voluntarily provide it to us either on the Sites or at events held at Bramble Hospitality properties. Non-PII refers to information that does not identify you personally, which we use to track your use of the Sites. For instance, we may collect information about your computer’s IP address, what type of Web browser you use, and what pages of the Sites you visit to understand how the Sites are being used. You do not need to provide personal information to simply browse the Sites.

How does Bramble Hospitality gather your PII?

Bramble Hospitality may gather PII in a number of ways including when:

- you make a reservation to stay at a property managed by Bramble Hospitality;
- you register to attend an event, class, or other program;
- you purchase products or services;

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- you request information or materials (e.g., custom event proposals, information about accommodations, classes and events, or other information);
- you comment on the Sites' blog, or any Bramble Hospitality, or its affiliated companies', social media pages;
- you apply for a job or submit your resume to Bramble Hospitality; and
- you submit any questions or comments to us.

What kinds of information does PII include?

The types of personal information collected may include (but are not limited to):

- your first and last name;
- your business affiliation;
- your home, billing, or other physical address (including street name, name of a city or town, state/province, and postal code);
- your e-mail address;
- your telephone number;
- your website address; and
- (for job applicants submitting electronic information) your educational background, employment experience, and job interest.

How does Bramble Hospitality use your information?

Bramble Hospitality collects and uses your personal information to operate and improve the Sites or carry out the transactions you have requested. Those uses may include providing you with more effective customer service; making the Sites or content easier to use by eliminating the need for you to repeatedly enter the same information; performing research and analysis aimed at improving the information provided; and displaying content and advertising that are customized to your interests and preferences.

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We also use your personal information to communicate with you. We may send communications regarding services you have requested (e.g., information regarding events or classes that you have registered to attend). We may contact you to inform you of other services, products, or deals available from Bramble Hospitality and its affiliates, or as part of our customer satisfaction surveys, general customer outreach (e.g., following up with you after you use our services), or market research.

How does Bramble Hospitality protect your information?

In order to protect your information from improper disclosure, Bramble Hospitality uses commercially reasonable efforts to maintain a secure operating environment to protect any information we collect. Once received, we limit access of your information to only those employees of Bramble Hospitality, our affiliates, and companies working on our affiliates' behalf with a legitimate business need to review them. Finally, we take care to dispose of your information properly so that third parties other than our affiliates and companies working on our behalf will not be able to access it. This includes destroying, erasing, or making unreadable the information. While we are committed to protecting your privacy, please be aware that no transaction over the Internet can be completely secure.

Will Bramble Hospitality disclose your information?

Bramble Hospitality and its affiliates will not sell, rent, or lease your personal information to others. When you make a request or inquiry, we will use the information you provide to fulfill your request or inquiry. To help us do this, we may share information with others, such as Bramble Hospitality's business partners, technology service providers, financial institutions, customer service providers, or other companies working on our behalf. These third parties are authorized to use your personally identifying information only as necessary to provide these services to us. Except as described in this statement, we will not disclose your personal information to third parties, other than Bramble Hospitality affiliates, for their own marketing purposes unless you have provided consent.

Please note that some Bramble Hospitality services, offerings or events may be co-branded and offered in conjunction with another entity or individual. If you register for or use such services, offerings or events, both Bramble Hospitality and the other entity or individual may receive information collected as part of

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the co-branded services, offerings or events. If so, the privacy policy of such other entity or individual, if any, shall apply to their use of this information.

We may also disclose your personally identifying information if Bramble Hospitality becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, whereupon we will provide notice before Personal Information becomes subject to a different privacy statement.

Finally, we may access and/or disclose your personal information if we believe such action is necessary to: (a) comply with the law or legal process served on the Sites or Bramble Hospitality; (b) protect and defend the rights or property of the Sites or Bramble Hospitality (including the enforcement of our agreements); or (c) act in urgent circumstances to protect the personal safety of users of the Sites' services or members of the public.

Does Bramble Hospitality use "cookies"?

Cookies are small text files that a website sends to a Web browser, which are stored on the sites visitor's computer. Cookies are commonly used to track Web activity and provide an enhanced experience when using the internet. Bramble Hospitality may use cookies to collect Non-PII. If you do not want websites to be able to use cookies, you can alter the configuration of your browser to not accept cookies. Third party vendors, including Google, may use cookies to serve ads to you while you are using the Sites based on your prior visits. You may opt out of Google's use of cookies by visiting the [Google advertising optout page](#).

How can you stop receiving information from Bramble Hospitality?

If at any time you do not wish us to contact you using the information we have collected, including sending you newsletters and other information, you may follow the unsubscribe instructions at the bottom of such e-mail correspondence. This option does not apply to communications primarily for the purpose of administering requests for materials or other administrative and transactional notices.

NOTICE TO CHILDREN UNDER THE AGE OF 18 AND THEIR PARENTS OR LEGAL GUARDIANS

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OUR SITES ARE INTENDED FOR ADULTS. WE DO NOT KNOWINGLY OR INTENTIONALLY COLLECT PERSONAL INFORMATION FROM ANYONE UNDER THE AGE OF 18. IF YOU ARE UNDER THE AGE OF 18, PLEASE DO NOT SEND BRAMBLE HOSPITALITY ANY PERSONAL INFORMATION. IF YOU KNOW OF ANYONE UNDER THE AGE OF 18 WHO HAS PROVIDED US WITH INFORMATION, PLEASE CONTACT US IMMEDIATELY AND WE WILL REMOVE THE INFORMATION.

Questions or Concerns

If you have questions or concerns regarding this Privacy Policy, please contact Bramble Hospitality at info@willowdaleestate.com or 24 Asbury Street, Topsfield, MA 01983.

This Privacy Policy was last amended on 12/31/2017