

1. Sites covered by this Privacy Statement

This Privacy Statement applies to all Mark's Feed Store-owned websites and domains and the websites and domains of our wholly owned subsidiaries ("Mark's Feed Store website").

Links to non-HP websites

The Mark's Feed Store website may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Mark's Feed Store website. Mark's Feed Store does not control those sites or their privacy practices, which may differ from Mark's Feed Store practices. We do not endorse or make any representations about third-party websites. The personal data you choose to provide to or that is collected by these third parties is not covered by the Mark's Feed Store Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information.

We may also provide social media features on our website that enable you to share Mark's Feed Store with your social networks and to interact with Mark's Feed Store on various social media sites. Your use of these features may result in the collection or sharing of information about you, depending on the feature. We encourage you to review the privacy policies and settings on the social media sites with which you interact to make sure you understand the information that could be shared by those sites.

2. Collection of personal information

To serve you better and understand your needs and interests, Mark's Feed Store collects, exports, and uses personal information with adequate notice and consent, along with required filings with data protection authorities, when applicable. For example, when you order products or services, request information, subscribe to marketing or support materials, enter contests or participate in surveys, or apply for a job at Mark's Feed Store, we will ask you to provide personal information to complete these transactions. The types of personal information you provide to us on these pages may include contact information such as your name, address, telephone number, and email address; financial information such as your credit card number; and other unique information such as user IDs and passwords, billing and transaction information, product and service preferences, contact preferences, educational and employment background, and job interest data.

If you post, comment or share personal information, including photographs, to any public forum on an Mark's Feed Store site, social network, blog, or other such forum, please be aware that any personal information you submit can be read, viewed, collected, or used by other users of these forums, and could be used to contact you, send you unsolicited messages, or for purposes that neither you nor Mark's Feed Store have control over. Mark's Feed Store is not responsible for the personal information you choose to submit in these forums.

3. How we use your information

The information Mark's Feed Store collects to understand your needs and interests helps Mark's Feed Store deliver a consistent and personalized experience. For example, Mark's Feed Store may use your information to

- assist you in completing a transaction or order;
- prevent and detect security threats, fraud or other malicious activity;
- communicate with you about products and services;
- provide service and support;
- update you on new services and benefits;
- provide personalized promotional offers;
- select content to be communicated to you;
- allow you to participate in contests and surveys

Credit card information is used only for payment processing and fraud prevention. Credit card information and other sensitive personal information required to process a credit decision is not used for any other purpose by our financial services providers or HP and will not be kept longer than necessary for providing the services, unless you ask us to retain your credit card information for future purchases.

4. How we share your information

Mark's Feed Store will not sell, rent or lease your personal information to others except as described in this Statement. Mark's Feed Store shares personal information in the following ways:

Mark's Feed Store retains service providers and suppliers to deliver complete products, services and customer solutions and to assist Mark's Feed Store with marketing and communication initiatives. These providers and suppliers include, for example, credit card processors, providers of customer support and live-help, marketing, email service providers, automated data processors, and shipping agents. Suppliers and service providers are required by contract to keep confidential the information received on behalf of Mark's Feed Store and may not use it for any purpose other than to carry out the services they are performing for Mark's Feed Store.

Except as described in this Statement, Mark's Feed Store will not share the personal information you provide to Mark's Feed Store with non- Mark's Feed Store third parties without your permission, unless to: (i) respond to duly authorized information requests of police and governmental authorities; (ii) comply with any law, regulation, subpoena, or court order; (iii) investigate and help prevent security threats, fraud or other malicious activity; (iv) enforce/protect the rights and properties of Mark's Feed Store or its subsidiaries; or (v) protect the rights or personal safety of Mark's Feed Store employees and third parties on or using Mark's Feed Store property.

5. Children's privacy

Mark's Feed Store does not knowingly collect information from children under the age of 13 and does not target its websites to children under 13. We encourage parents and guardians to take an active role in their children's online activities and interests.

6. Refunds/Returns Policy

ALL SALES ARE FINAL. Mark's Feed Store does not accept returns nor refunds on items ordered from the website.

7. Access to and accuracy of your information

Mark's Feed Store strives to keep your personal information accurately recorded. We have implemented technology, management processes and policies to help maintain data accuracy. Mark's Feed Store provides individuals with reasonable access to personal information that they provided to Mark's Feed Store and the reasonable ability to review and correct it or ask for anonymization, blockage, or deletion, as applicable. To protect your privacy and security, we will also take reasonable steps to verify your identity, such as requiring a password and user ID, before granting access to your data. To view and change the personal information that you directly provided to Mark's Feed Store you can return to the Web page where you originally submitted your data and follow the instructions on that Web page.

8. Keeping your personal information secure

Mark's Feed Store takes seriously the trust you place in us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Mark's Feed Store utilizes appropriate physical, technical and administrative procedures to safeguard the information we collect.

When collecting or transferring sensitive information such as credit card information we use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. The personal information you provide us is stored on computer systems located in controlled facilities which have limited access. When we transmit highly confidential information (such as credit card number or password) over the internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Credit card numbers are used only for processing payments and are not used for other purposes. As part of real-time payment processing, Mark's Feed Store subscribes to a fraud management service. This service gives you and Mark's Feed Store an extra level of security to guard against credit card fraud and to protect your financial data.

9. Changes to this statement

If we change our privacy statement, we will post the revised statement here, with an updated revision date. If we make significant changes to our statement, we may also notify you by other means, such as sending an email or posting a notice on our home page.

10. Contacting us

We value your opinions. If you have comments or questions about our privacy statement, please send them to the address below:

JRM FOODS
Attn: Marks Feed Store
1903 Stanley Gault Parkway
Louisville, KY 40223