

Travelin' Tom's of the Bluegrass

Highway Miles Rewards Program Privacy Policy

Effective Date: [Insert Date]

Travelin' Tom's of the Bluegrass ("Company," "we," "us," or "our") values the privacy of individuals who enroll in or interact with the **Highway Miles Rewards Program** ("Program"). This Privacy Policy describes how we collect, use, disclose, process, and protect personal information obtained through participation in the Program, our websites, mobile technologies, point-of-sale systems, and other digital or physical interactions with our coffee trucks and related services (collectively, the "Services").

By enrolling in the Program or using the Services, you acknowledge that you have read and understand this Privacy Policy and consent to the collection and use of information as described herein.

1. Scope of This Policy

This Privacy Policy applies to personal information collected from:

- Enrollment in the **Highway Miles Rewards Program**
- Purchases made at Travelin' Tom's coffee trucks
- Online ordering platforms or websites
- Mobile devices and digital ordering tools
- Marketing communications, including SMS and email
- Interactions with our customer service team
- Participation in promotions, surveys, or contests

This policy does not apply to third-party websites, services, or platforms that may be linked through our Services.

2. Categories of Information We Collect

We collect several categories of information depending on how you interact with our Services.

A. Personal Identifiers

Information that may identify you directly, including:

- First and last name
- Email address
- Telephone number
- Mailing address
- ZIP or postal code

- Date of birth (optional for promotions or rewards)

B. Account and Loyalty Information

- Rewards account identification number
- Highway Miles points balance
- Reward redemption activity
- Account preferences
- Login credentials where applicable

C. Transaction and Purchase Information

When you purchase items from our coffee trucks or through digital ordering platforms, we may collect:

- Items purchased
- Transaction amounts
- Date and time of purchase
- Coffee truck or event location
- Payment confirmation (excluding full payment card numbers)

Payment card transactions are processed by third-party payment processors that maintain their own privacy and security standards.

D. Device and Technical Information

When you access our website or digital ordering tools, we may collect certain information automatically, including:

- IP address
- Device type and operating system
- Browser type and version
- Referring website
- Website navigation and usage activity
- Approximate geolocation data derived from IP address

E. Marketing and Communications Data

- Email engagement data (opens, clicks)
- SMS engagement activity
- Customer feedback, reviews, and survey responses
- Promotional preferences

F. Location Information

When interacting with our mobile services or ordering platforms, we may collect general location data to identify nearby coffee trucks or service areas.

3. How We Use Personal Information

We may use collected information for business and commercial purposes including:

Program Administration

- Creating and maintaining Highway Miles accounts
- Tracking reward points and purchase activity
- Processing reward redemptions
- Verifying customer eligibility for promotions

Order Fulfillment

- Processing orders and transactions
- Providing order confirmations and receipts
- Delivering products or coordinating event service

Marketing and Promotional Communications

- Sending promotional offers and rewards notifications
- Providing product announcements
- Delivering loyalty program updates

Marketing communications may be delivered via:

- Email
- SMS / text messaging
- Mobile notifications
- Social media advertising

Business Analytics

We analyze customer data to:

- Improve menu offerings
- Optimize truck locations and service schedules
- Evaluate marketing performance
- Enhance customer experience

Security and Fraud Prevention

We may process personal information to:

- Detect fraud or misuse of the rewards program
- Protect against unauthorized access
- Maintain system security and integrity

Legal Compliance

We may process information to comply with:

- Applicable federal, state, or local laws
 - Law enforcement requests
 - Regulatory obligations
-

4. Cookies and Tracking Technologies

Our websites and digital services may use **cookies, web beacons, pixels, and similar tracking technologies** to collect information about user behavior.

These technologies may be used to:

- Recognize returning users
- Remember login or account preferences
- Analyze website traffic
- Deliver targeted marketing advertisements

Users may disable cookies through their browser settings; however, some website features may not function properly if cookies are disabled.

5. Sharing and Disclosure of Personal Information

We do **not sell personal information to third parties for monetary consideration.**

However, we may share personal information under the following circumstances:

Service Providers

We may share information with trusted vendors that help operate our business, including:

- Loyalty program software providers
- Payment processors
- Email and SMS marketing platforms
- Technology infrastructure providers
- Data analytics providers

These providers are contractually obligated to protect personal information and may only use it to provide services on our behalf.

Franchise System Partners

As part of the **Travelin' Tom's Coffee franchise system**, certain information may be shared with affiliated operators or system partners to support the administration and operation of the rewards program.

Legal Obligations

We may disclose information when required to:

- Comply with legal obligations
- Respond to subpoenas or court orders
- Enforce our terms and policies
- Protect the safety or rights of customers, employees, or the public

Business Transfers

If the business undergoes a merger, acquisition, restructuring, or sale of assets, customer information may be transferred as part of the transaction.

6. Data Retention

We retain personal information for as long as necessary to:

- Maintain Highway Miles rewards accounts
- Fulfill business purposes described in this policy
- Comply with legal and financial recordkeeping requirements
- Resolve disputes and enforce agreements

Inactive accounts may be deleted or anonymized after a reasonable retention period.

7. Data Security

We implement reasonable administrative, physical, and technical safeguards designed to protect personal information from unauthorized access, loss, misuse, or disclosure.

These safeguards may include:

- Secure payment processing systems
- Restricted internal data access
- Encrypted communication protocols
- Vendor security compliance requirements

Despite these measures, no system can guarantee absolute security.

8. Your Privacy Rights

Depending on your state of residence, you may have certain rights regarding your personal information.

These rights may include the ability to:

- Request access to personal information we maintain about you
- Request correction of inaccurate information
- Request deletion of personal information
- Opt out of marketing communications
- Limit certain data processing activities

To exercise these rights, please contact us using the information provided in Section 12.

9. SMS and Text Messaging Communications

Customers who provide a mobile phone number when enrolling in the Highway Miles Rewards Program may receive SMS communications including:

- Reward updates
- Promotional offers
- Event notifications
- Program announcements

By providing your mobile number, you consent to receive such communications.

You may opt out at any time by replying **STOP** to any SMS message.

Standard message and data rates may apply.

10. Children's Privacy

The Highway Miles Rewards Program is not intended for individuals under the age of **18**.

We do not knowingly collect personal information from children under 18. If such information is discovered, we will promptly delete it.

11. Changes to This Privacy Policy

We reserve the right to modify or update this Privacy Policy at any time.

Updates will be posted on our website with a revised **Effective Date**. Continued participation in the Program after changes constitutes acceptance of the updated policy.

12. Contact Information

Questions regarding this Privacy Policy or the Highway Miles Rewards Program may be directed to:

Travelin' Tom's of the Bluegrass
PO Box 1746
Richmond, KY 40476

Email: scottlamb@travelintomscoffee.com
Phone: 859-314-8594