



# Our Privacy Policy

Last updated on February 7, 2026.



We value your patronage at Bald Butte Lavender Farm (BBLF), pledging to work hard to earn, and keep your loyalty and trust in our brand. Your privacy is very important to us. We are committed to protecting your privacy and safeguarding your personal information by reasonable security safeguards against loss or theft. The following Privacy Policy outlines how we collect, use, and protect your information.

## 1. SSL Encryption

Our on-line store uses SSL encryption, the industry standard for secure data transmission, to protect your payment and personal information from hackers during transactions, ensuring your information remains private and secure. Key information protected includes credit card/banking details, login credentials (usernames/passwords), personal data (names, addresses, phone numbers), and transaction details. We take every precaution to protect your data both on-line and off-line.

## 2. ReCAPTCHA v2

Our BBLF website and on-line "Checkout" page are protected by reCAPTCHA v2, and [Google Privacy Policy](#) and [Terms of Service](#) apply. ReCAPTCHA is a Google security service that protects our website from spam and fraud by distinguishing between human and automated access to our website by verifying you are a human and using challenges like image recognition.

## 3. Cookies

Website "Cookies" are small text files stored on your browser by our website to remember your information, preferences, and browsing activity. They enable essential business functions like staying logged in, keeping items in your shopping cart, personalizing content, and tracking users for advertising. We use "Cookies" to measure our website's effectiveness and security, enhance your user experience, and assist with targeted advertising. You can decline "Cookies", but this may affect some website features. Alternatively, you can delete "Cookies" using your browser settings to remove the information our website has stored on your computer.

## 4. Embedded Website Content

Our website has embedded links to third-party websites which provide you additional information and insights. These third-party websites may collect your personal data, use "Cookies", and track your interaction with their content, especially if you are logged into their platforms. As a general rule and warning, you should always be careful when visiting new websites on the internet.

## 5. Personal Data Retention

We retain personal information only related to your confidential purchases, excluding your credit card data, indefinitely. This may include your name, contact details and payment information. We do not sell or share your personal information entered on our "Checkout" page unless explicitly required to do so by

law. Your e-mail information, with your implied consent, is only used for receiving marketing communications from us, and we assure you not to sell, share, or misuse this information.

You have the right to request access to your personal data we retain, request correction or deletion of your personal data, or opt out of our e-mail marketing at any time.

You may request the erasure of your personal data at any time, excluding data we are required to keep for legal, security, or administrative purposes.

To make a request or inquiry regarding your personal data or have questions concerning our Privacy Policy, please e-mail us at [info@baldbuttelavenderfarm.com](mailto:info@baldbuttelavenderfarm.com) or call us on (608) 302-2750.

## **6. Policy Changes**

BBLF reserves the right to update our Privacy Policy at any time to reflect changes in regulations, technologies, or business practices. You can download PDF copy of our "Privacy Policy".