

Information Policy for Backroad Wellness

1. Purpose

The purpose of this Information Policy is to outline the procedures for collecting, using, storing, and protecting consumer information at Backroad Wellness in compliance with state and federal laws, as well as national industry standards. This policy applies to all visitors, including both medical and adult-use customers.

2. Scope

This policy covers all data collected through our ID scanning process and any other consumer interactions. It applies to all employees, contractors, and third-party service providers.

3. Information Collection

- **ID Scanning:** All individuals wishing to enter the dispensary must present a valid government-issued ID, which will be scanned to verify age and eligibility.
- **Data Collected:** The ID scan may capture the following information:
 - Name
 - Date of birth
 - Address
 - Photo
- **Purpose of Data Collection:** The information collected is used to ensure compliance with state regulations regarding age verification and to facilitate the safe sale of cannabis products.

4. Use of Information

- Consumer information will only be used for:
 - Verifying age and eligibility for purchase.
 - Maintaining a safe and compliant shopping environment.
 - Internal record-keeping and reporting as required by law.

5. Data Protection Measures

- **Access Control:** Access to consumer information will be restricted to authorized personnel only. All employees will undergo training on data privacy and protection.
- **Encryption:** All scanned data will be stored using industry-standard encryption to prevent unauthorized access.
- **Secure Storage:** Physical and electronic records will be kept in secure locations with appropriate safeguards to prevent data breaches.

6. Data Retention

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- Consumer information will be retained only as long as necessary for compliance with legal obligations or for the purpose it was collected. Once no longer needed, data will be securely deleted or destroyed.

7. Third-Party Sharing

- Backroad Wellness will not share consumer information with third parties except where required by law or with explicit consumer consent. Any third parties that handle consumer data will be required to comply with this policy and maintain similar security measures.

8. Consumer Rights

- Consumers have the right to request access to their personal information and to request corrections if they believe their information is inaccurate. Requests should be made in writing to jmayle@backroadwellness.com.
- We make no guarantees about the ability to update inaccurate information as far as it relates to third parties.

9. Compliance

- Backroad Wellness will comply with all applicable laws and regulations regarding consumer privacy, including but not limited to the Health Insurance Portability and Accountability Act (HIPAA) and the Ohio Division of Cannabis Control and Medical Marijuana Control Program regulations.

10. Policy Review and Updates

- This Information Policy will be reviewed annually and updated as necessary to reflect changes in laws, regulations, or best practices.

11. Contact Information

For questions or concerns regarding this Information Policy, please contact:

Jonathan Mayle, Retail Operations Director
P.O. Box 154, Zanesville, OH 43702
740-357-2972
jmayle@backroadwellness.com

This policy aims to ensure transparency and maintain trust with our consumers while complying with all applicable regulations. Thank you for choosing Backroad Wellness!