

Privacy Policy

Last Updated: October 9, 2026

Version: 2026-01

Whether you visit one of our physical locations, use any of our websites, or interact with us online, in-person, or via the phone (what we call our “Sites”), you are entrusting us to handle your Personal Information with care. We take that trust seriously.

This Privacy Policy describes how Green Thumb Industries Inc. and its affiliates (what we call “GTI”, “us”, “our”, or “we”) collect, use, maintain, disclose, and protect your Personal Information. Please read it carefully. By providing Personal Information to us or by using one of our Sites, you acknowledge the Privacy Policy and the description of our collection, use, and disclosure of that information.

California Notice at Collection of Personal Information:

If you are a California resident, please see the section entitled “Your California Privacy Rights” below for information provided pursuant to the California Consumer Privacy Act, including how to request that we not “sell” or “share” your Personal Information by clicking Your Privacy Choices, and how to exercise your other privacy rights under California law.

Summary

While we hope you read this entire Privacy Policy, along with our Notice of Privacy Practices (NPP) or our Consumer Health Data Policy if you engage with us as a medical customer, here are some of the important points that we feel would matter most to know:

- This website is intended for persons 21 years of age or older.
- We may share information in aggregate and de-identified form with third-parties for research or analytical purposes to improve our products and services, and understand market trends.
- We make reasonable efforts to secure your transaction and electronic communications with us, along with any data you share with us or that we collect as part of our relationship with you.
- We leverage CCTV cameras at our physical locations to ensure the safety of our team members and our customers, and to comply with local regulations. We only

store footage as long as necessary and limit access to that footage to authorized Security team members.

- We collect what we feel is necessary or appropriate to serve you as a customer, identify opportunities to improve your experience with us, meet legal requirements, respond to your requests, keep you updated on promotional offers or updates, and protect against fraud and abuse.
- We retain your information to the extent that there remains a business reason for doing so, or as required by law.
- We allow you the ability to limit what type of web-based tracking is performed on our Site, but this may reduce the quality of your experience.
- We use third-party service providers to help us deliver the best experience to you, which may result in your Personal Information being shared with them, but we require them to secure and protect it in the same manner as we do.
- If you want to know what information we have about you or need us to update your customer record, remove your record entirely, or exercise your data protection rights, review the “Your Choices” and “State-Specific Privacy Rights” sections, or contact us at privacy@gtigrows.com. Keep in mind that these rights are not absolute.
- If you have any questions or concerns about this policy, you can contact us.

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Use By Minors Prohibited

Our Sites are intended for persons 21 years of age and older. We do not knowingly collect information from individuals under 21 years of age. Any information we identify that belongs to a person under 21 years of age will be promptly deleted upon its identification.

If you learn that your child has provided us with Personal Information without your consent, alert us at privacy@gtigrows.com.

Personal Information We Collect

“Personal information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an individual or household. Personal Information does not include information that has been aggregated or de-identified.

We (and the third parties we use to perform work on our behalf) collect, process, or store information about you, depending on the nature of your interactions with us and what we are obligated to collect in each market by law. The information we collect may include:

- **Account information.** This may include information such as your email address, password, name, phone number, and contact preferences. You may provide this as part of signing up for an account or for our loyalty program, or to receive our newsletter or other marketing materials.
- **Payment information.** This includes payment transaction history and limited payment account information. When making a payment with a credit or debit card or a bank account, the information related to that payment method is transmitted to a payment processor to complete the payment. We do not directly store payment method details.
- **Medical information.** For example, if you are a customer who purchases under a medical allowance as defined by your State, we may collect information as required by law regarding your medical conditions, physician details, prescription information, insurance information, or treatment plans defined by your doctor. Our collection, use, and disclosure of medical information is governed by our Notice of Privacy Practices (NPP) or our Consumer Health Data Policy, depending on the state where you reside. If there is a conflict between this Privacy Policy and our NPP or our Consumer Health Data Policy, the NPP or the Consumer Health Data Policy will take precedence.
- **Contact information and other identifiers.** For example, this would include information such as your name, physical address, date of birth, age, and email address when you make a purchase with us or otherwise interact with us where such information is collected. We may additionally collect your government-issued ID, such as a driver's license or passport, where required by law.

- **Location information.** We may automatically collect information about your general location using a zip code or city and state that you provide, and your Internet Protocol (IP) address.
- **Log data and device information.** When you visit one of our websites, we may collect your IP address, browser type and version, time zone setting and location, browser plug-in types and versions, and operating system and platform.
- **Customer records and preference information.** For example, we may collect information about your purchase history, product preferences, signatures, and other transactions and preferences with us. We may also collect your comments posted on our websites, social media, or in surveys you complete.
- **Web browsing and other network information.** For example, when you access our Wi-Fi or network at any physical location, we may collect additional information, including the websites you access while connected and your physical device ID (MAC address). This information is collected and analyzed by our network security tools and Information Security team to help protect our environment from misuse and abuse. This data is not regularly correlated with individual profiles unless we suspect abuse or misuse by your device when connected to our Wi-Fi or network.
- **Cookie information and other identifiers.** This helps enable our systems to recognize your browser or device and provide, protect, and improve our websites, online marketing, social media posts, and communications. For more information, read the “Cookies and Tracking Technologies” section of this policy.
- **Usage data.** This helps us understand how you use and interact with our websites, social media posts, or emails. This may include technologies such as web beacons, tags, or pixels. Usage data may also include session replay information, which we use to determine how users navigate our Sites.
- **Audio/Visual Information.** Where we provide advance notice (such as when you visit any of our physical Sites or attend a virtual meeting we host where we have provided notice of recording), we may capture or collect photographs and record audio and/or video (including with CCTV cameras or similar technologies) for the purpose of security, service improvement, general records (virtual meetings only), and performing investigations.
- **Employment-Related and Education Information.** When you apply for a job, we will collect the information you submit as part of your application or resume. This may include your work experience and previous employment, your education, the URL to your personal or professional websites, your workplace skill sets and certifications, whether you need a visa or require sponsorship, and/or salary expectations. We may also conduct a credit check, background check, and employment verification to the extent applicable law permits. If you apply for a job, you may choose to also voluntarily provide any of the following information: ethnicity, gender, disability status, sexual orientation, and/or veteran status.
- **Sensitive Personal Information.** Some of the information we collect may be considered sensitive personal information in certain jurisdictions, including, for example, social security number, driver’s license number, state identification number, or passport data; information about your health; and information about

your race or ethnicity. In the event you tell us where you are (such as by allowing your mobile device to send us your location or by otherwise permitting us to geolocate you), we may store and use that precise geolocation information (which may also be considered sensitive personal information) to complete delivery orders (where this is available), to comply with relevant laws, and for fraud detection and prevention purposes.

- **Inferences.** Using the data we collect about you, we may draw inferences about you, reflecting what we believe to be your preferences, characteristics, predispositions, and attitudes.
- **Other information you provide directly to us.** You may have the option to post, submit or provide additional information as you interact with us, which may not be mentioned above. For example, you may contact us or choose to participate in surveys where you can provide feedback or provide demographic information such as your income, ethnicity, race, or gender.

How We Use Your Personal Information

We use your information to provide, develop, protect, improve, and promote our products. The way we use your information depends, in part, on how you interact with us and what preferences you set.

We use your information for the following specific business and commercial purposes:

- **To fulfill transaction requests and improve our services for you.** If you make a purchase, we and/or our vendors will collect the information required to process and complete your order or respond to customer service requests.
- **To respond to your requests or posts.** The information you provide helps us respond to your questions, concerns, and requests more efficiently.
- **To communicate with you about transactions or questions.** We may send you updates regarding your purchases and responses to your questions or requests.
- **To send newsletters and promote our products and services to you.** We may send you information about topics we think may be of interest to you, such as newsletters or educational topics, upon your request or otherwise as consistent with this Privacy Policy. We may also send you promotional communications. For example, depending on your location, we may use account information to send you marketing emails or text messages about new products or offers. You can unsubscribe from these communications.
- **To conduct research and analytics.** We use information to better understand our customers, visitors, and users.
- **To personalize the customer and user experience.** We may use information in the aggregate to understand how our customers and users interact with us or use our Site.

- **To improve our Sites and locations.** We may use information we have collected to improve the Site or experiences at our locations.
- **To comply with legal and regulatory obligations.** We may use information we have collected to enforce our Terms of Use, to respond to your request to exercise your data protection rights, prevent or respond to fraud or abuse, and fulfill legal obligations like conducting CCTV monitoring of our physical locations and responding to court orders, subpoenas, or government requests.
- **To help ensure our and your safety and security.** We may use Personal Information to protect ourselves from fraud and abuse. For example, we may need to use collected information to verify an order or confirm your identity, and protect against malicious, deceptive, or illegal activity.
- **To verify requests made pursuant to this Privacy Policy.**

Sources of Personal Information

We collect Personal Information about you from various sources, directly and indirectly, including from the following:

- **Directly from you.** For example, we collect information you enter or provide us when visiting a physical location, submitting a job application, registering for an account, contacting us, making a purchase, participating in a survey or social media post, or by any other means you may provide it to us.
- **From your devices.** For example, we and our vendors use tracking tools like browser cookies and web beacons to collect information about you and your device. This can occur when you interact with our website, connect to our network, engage with an advertisement or social media post, or communications we send you (email and text message). To learn about your choices for these tracking tools, see the “Your Choices” section below.
- **From vendors we hire to work on our behalf.** For example, vendors that host or maintain any of our Sites and send promotional messaging for us may provide us information. We may also get information from vendors that process payment, marketing agencies, advertising technology vendors, and analytics or research providers.
- **From other sources.** Other parties may give us Personal Information about you such as business and marketing partners, data brokers, companies that we acquire, and social media platforms.
- **We combine information.** We may combine information that we have collected from all sources or aggregate it with other individuals’ information to understand preferences and trends over time.

How We Share Information with Other Parties

We don't sell your Personal Information for money. We do share your information with certain third parties as described below.

- **GTI family of companies.** This includes our subsidiaries, affiliates, and business units. We share all categories of Personal Information stated within this Privacy Policy, within the GTI family of companies for all purposes described in this Privacy Policy.
- **Trusted Service Providers.** We use trusted service providers to help us conduct our business with you. These trusted third parties are bound by agreements that require them to follow our data privacy and security requirements, and only use your Personal Information in the way we tell them to. Our trusted service providers receive all categories of Personal Information stated within this Privacy Policy to help us facilitate our business and provide you with products and services.
- **Business Partners and Marketing companies.** With your consent, we may share information with third parties who co-sponsor a promotion or promote our services. Some of these partners may send you information about products or services by mail or email. They may share your information with other third parties. We may also share categories of Personal Information (for example, such as contact information, location information, log data and device information, web browsing and other network information, cookie information and other identifiers, usage data, and inferences) with companies that help us with our marketing efforts, including advertising networks, and ad tech companies. We may disclose Personal Information to third parties that may combine or match your information with other information they obtain about you, including offline and online, for marketing purposes. Personal Information received by our partners and other parties may also be subject to their privacy policies.
- **An acquirer of GTI's business or assets.** In the event of a merger, acquisition, sale, or reorganization of all or part of our business, all Personal Information covered by this policy may be transferred in connection with that deal or a prospective deal.
- **Aggregated or de-identified data.** We may create and analyze aggregated de-identified data and share those data and analyses at our discretion, including with marketing agencies, media agencies, and analytics providers. For example, we may share information that shows the top products for a particular age range or geographic area. We do not re-identify this data except to ensure our de-identification methods are satisfactory.
- **For safety and security purposes and to protect our rights and the rights of others.** We will share your Personal Information, as necessary, for safety and security purposes, if we think we have to in order to comply with the law, or to protect ourselves, our customers and others. We may share any or all Personal Information to respond to a court order or subpoena. We may also share any or all Personal Information if a government agency or investigatory body requests it. We might share your Personal Information with service providers (for example, such as attorneys, accountants, forensic investigators) and governmental authorities to enforce our agreements and to protect our rights and/or the rights

of others. We might also share your Personal Information with these recipients when we are investigating potential fraud. This might include fraud we think has happened during a promotion.

- **For other reasons we describe or in accordance with law.** We may share Personal Information for other reasons we may describe to you from time to time or as permitted or required by law.
- **With your consent.** We may share your Personal Information for other purposes with your consent.

Notice of Financial Incentive

We may offer you financial incentives like discounts or other benefits for the collection, retention, and use of your Personal Information in connection with our loyalty program or consumer surveys. Your participation in these is completely voluntary.

You may enroll in our loyalty program by completing registration in our stores or by [clicking here](#), and you may sign up to participate in a survey by following the instructions in conjunction with any survey notice you may see from time to time on our Sites or a third-party platform. When you opt-in or choose to participate, we might ask you for Personal Information like your name and contact information, including email, phone number, or address. If you participate in a consumer survey, we will ask a range of questions about your product preferences and other consumer behaviors and attitudes.

We do not assign a specific monetary value to the Personal Information we collect in connection with the loyalty program and our consumer surveys, but the value of the discounts and/or service level differences are generally equivalent to the value of the Personal Information you provide in connection with your loyalty program registration or consumer service responses. For more details about our loyalty program, [click here](#).

How We Protect Your Information

We use a combination of technical, physical, and logical safeguards to help secure your Personal Information. These safeguards may include encryption, secure network configuration, data transfer restrictions, restricted employee access, and several other measures to help protect against unauthorized access, alteration, disclosure, or destruction of your Personal Information under our control. However, no system is 100% secure or error-free. We cannot guarantee that your use of our websites will be completely safe, and we cannot ensure or warrant the security of any information you provide to us. We do not accept liability for unintended disclosure. We encourage you to use caution when using the Internet.

By using our websites or providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use. If we learn of a system breach, we may attempt to notify you electronically by posting a notice on this website or sending an email to you. You may have a legal right to receive this notice in writing. If you have any questions or concerns, please notify us at privacy@gtigrows.com.

How Long We Retain Your Information

We retain Personal Information for as long as necessary to sell our products to you, complete any transactions you have requested, consider you for employment, or for other legitimate purposes such as to comply with our legal obligations, for GTI's valid business purposes, defend our legal rights, enforce our agreements, or resolve disputes.

Third-Party Websites (Links to External Sites)

We may display or provide links to third-party websites at our physical locations, or on our websites. We do not control the content or links that appear on these sites and are not responsible for them. These sites may have their own privacy policies. Browsing and interacting on any other website, including websites which have a link to our Sites, are subject to that website's terms and policies.

Cookies and Tracking Technologies

Cookies are small files that are stored on the device you use to access our website(s). Your web browsers place cookies on their device's storage for record-keeping purposes and sometimes to track information about them.

You may choose to set your web browser to refuse cookies or to alert you when cookies are being sent. If you adjust your settings to refuse cookies, or if you delete cookies, you may not be able to access or use some portions of the Site and some features may not work as intended. Review your browser's documentation to learn more about managing cookie settings. You can also adjust some cookies used on our website by changing your preferences here or by clicking the Cookie Settings link in the footer of any GTI website.

Our website(s) use first-party cookies (set by GTI) and third-party cookies (set by web analytics partners). The cookies used on our Site may be persistent or session-based. A session-based cookie is a piece of information that is enabled only during a particular Site session. Session-based cookie files are deleted after logging off the Internet

browser or powering off your computer. In contrast, a persistent cookie is not deleted after logging off an Internet browser or powering off your computer, but “persists” between sessions. Both types of cookies provide statistical information as well as helping make improvements in Site navigation.

The Site may also use other technologies, including but not limited to JavaScript tags or tracking pixels, to collect, process, and store browsing information as described above. Tracking pixels and tags assist in delivering cookies and allow us to collect browsing information about you. Tracking pixels or tags may also be included in the emails we send you to determine whether the emails have been opened and if you have clicked on links with the email.

To learn more about your choices regarding cookies and tracking technologies, see the “Your Choices” section below.

Do Not Track

We do not currently recognize browser signals regarding tracking mechanisms, which include “Do Not Track” (DNT) signals sent by web browsers, mobile devices, or other mechanisms. Third parties may be able to collect information, including Personal Information, about your online activities over time and across different websites or online services when you use the Services. You may opt out of online behavioral ads at <http://www.aboutads.info/choices/>. You also may limit certain tracking by disabling cookies in your web browser or adjusting some cookies used on our website by changing your preferences here or clicking the Cookie Settings link in the footer of any GTI website.

Your Choices

You have several ways to interact with the Personal Information we process, including requesting a record of your information, updating, or correcting it, and deleting it. These choices may be separate from the rights you may be granted by the State where you reside, and where we operate. Click here for State-Specific guidance.

- **Request a personal data report.** You can submit a request for your data by submitting a request through [this link](#), or contacting privacy@gtigrows.com.
- **Correct or update your data.** If you are looking to update your name, email address, or contact information we have on file, you can do so via [your account](#). If there is other data you are looking to correct or update, or otherwise have a problem updating your information, you can submit a request through [this link](#) or by contacting privacy@gtigrows.com. We will take reasonable steps to update or correct Personal Information in our possession that you have previously submitted.

- **Stop receiving marketing communications.** You can ask us to stop using your Personal Information for marketing emails by clicking the “unsubscribe” button on the emails you receive. You will still receive transaction, security, privacy, and administrative notices via email. If you have consented to receive marketing text messages, you can stop those messages by following the included instructions.
- **Delete your data.** You can request the deletion of your Personal Information by submitting a request through this [link](#), or contacting privacy@gtigrows.com. Some data may remain for the purpose of maintaining a record of any deletion request, or where permitted or required by law.
- **You can control certain cookies and tracking tools.** How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies, which can be done through the settings of the web browser(s) you use. You can additionally adjust some cookies used on our website by changing your preferences here or by clicking the Cookie Settings link in the footer of any GTI website. Please note that rejecting cookies may cause certain features of the site to not function properly.
- **You can opt out of interest-based advertising.** We and third-party advertising networks may collect information about your use of our website(s) so that we or they may display interest-based advertising using information gathered about you over time across multiple websites or other platforms. To opt-out of certain uses of cookies or tracking for advertising purposes across the internet, you can visit aboutads.info/choices and <https://optout.privacyrights.info/>. Additionally, you will also want to review the settings on your mobile device, and all your social media accounts to opt-out of interest-based or targeted advertising.
- **You can opt-out of Google Analytics.** We use Google Analytics to help us understand how you use and interact with our website(s). You can learn about Google Analytics available opt-out options at: <https://tools.google.com/dlpage/gaoptout/>.
- **Opting out of interest-based advertising and “sales” with GPC.** In addition to the methods to opt out described above and in the “State Specific Privacy Rights” section below, you may broadcast the Global Privacy Control (“GPC”) signal to opt out of cookies and other website technologies used to facilitate interest-based advertising. If you are logged into your account, GPC can also be used to opt out of “sales,” as defined below. Please note that for non-logged in users, GPC is browser and device-specific and you may need to opt out again where you are not logged in.

State-Specific Privacy Rights

1. Your California Privacy Rights

If you are a California resident, please note the following regarding how we collect, use, share, and disclose your Personal Information as described in this Privacy Policy, including in the previous 12 months:

- We may collect, use, and disclose for our business and commercial purposes, the categories of Personal Information as set forth in applicable California law including: identifiers; payment and customer records information; characteristics of protected classifications under California or federal law (such as demographic information like age and gender); commercial information; professional or employment information; internet or other electronic network activity information; audio, electronic, visual, or similar information (such as visual information collected through CCTV); education information; sensitive Personal Information; and inferences. See **“Personal Information We Collect”** above in this Privacy Policy for additional detail.
- We may collect the following categories of sensitive Personal Information: social security, driver’s license, state identification card, or passport number; account log-in information; information revealing racial or ethnic origin, religious or philosophical beliefs, or union membership; precise geolocation data.
- We collect and use these categories of Personal Information for the business and commercial purposes described in the **“How We Use Your Personal Information”** Section of this Privacy Policy.
- We collect these categories of Personal Information from the sources described in the **“Sources of Personal Information”** section of this Privacy Policy.
- We may disclose each of the foregoing categories of Personal Information for the business and commercial purposes described in the “How We Use Your Personal Information” section of this Privacy Policy to the extent permitted by applicable law to the categories of parties as described in the **“How We Share Information with Other Parties”** section of this Privacy Policy.

We may “sell” or “share” categories of Personal Information, including: Identifiers; payment and customer records information; characteristics of protected classifications under California or federal law; commercial information; professional or employment information; internet or other electronic network activity; education information; audio, electronic, visual, or similar information; and inferences. We may “sell” or “share” these categories of Personal Information to the categories of third parties described in the **“How We Share Information with Other Parties”** section of this Privacy Policy for the purposes described in the **“How We Use Your Personal Information”** Section of this Privacy Policy. Note that we do not “sell” or “share” (for purposes of targeted advertising) sensitive Personal Information.

We retain Personal Information for as long as is necessary to fulfill the purposes for which it is being processed. We also retain information for related business and compliance purposes, security, and dispute handling to the extent permitted or required by applicable law.

From time to time, we may offer financial incentives in connection with the collection or use of Personal Information, including as described in the **“Notice of Financial Incentive”** section of this Privacy Policy. The material terms of the financial incentive will generally be presented to you at the time you sign up. You may withdraw from any financial incentive at any time by following the instructions provided with respect to that financial incentive, by emailing us at privacy@gtigrows.com, or by calling us at (888) 423-0783.

If you reside in California, you can make the following requests with respect to your Personal Information:

- *Access* – You can request that we disclose to you the categories of Personal Information we collected about you, the categories of sources from which we collected the Personal Information, the categories of Personal Information we disclosed, our business or commercial purpose for collecting, selling, or sharing the Personal Information, the categories of third-parties to whom we disclosed the Personal Information, and the specific pieces of Personal Information we collected about you.
- *Deletion* – You can request that we delete your Personal Information that we maintain about you, subject to certain exceptions.
- *Correction* – You can request that we correct inaccurate Personal Information that we maintain about you, subject to certain exceptions.
- *Do Not Sell or Share My Personal Information* – You can request that we not sell or share your Personal Information by clicking [Do Not Sell or Share My Personal Information](#). For purposes of this Section, “sell” means the sale of your Personal Information to an outside party for monetary or other valuable consideration, and “share” means transferring, making available, or otherwise disclosing your Personal Information to another party for purposes of sending advertising to you based on your Personal Information obtained from your activities across distinctly-branded Sites. You can request that we stop using your Personal Information for such targeted advertising, by [clicking here](#) or by clicking the “Cookie Settings” link in the footer of each GTI website you visit to set your preferences. You can also visit aboutads.info/choices and <https://optout.privacyrights.info> to opt out of certain uses of cookies for advertising purposes. Your selections are specific to the device, website, and browser you are using. Your selections are deleted whenever you clear your cookies or browser’s cache. You may also opt out using the GPC signal as described in the “Your Choices” section. We do not knowingly sell or share the Personal Information of individuals under 21 years of age.

GTI will not discriminate against you because you made any of these requests.

California residents can make these requests online by [clicking here](#), by emailing us at privacy@gtigrows.com, or by calling us at (888) 423-0783. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. For example, we may retain Personal Information as permitted by law, such as for tax or

other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests.

We will take reasonable steps to verify your identity prior to responding to your requests. For example, we may utilize a third-party verification provider to assist with verifying your identity. The verification steps may vary depending on the sensitivity of the Personal Information and whether you have an account with us.

California residents may designate an authorized agent to make a request on their behalf. When submitting the request, please ensure the authorized agent is identified as an authorized agent.

Residents of the State of California with whom we have an established business relationship may also request a list of all third parties to which we have disclosed certain Personal Information (as defined by California's Shine the Light law) during the preceding year for those third parties' direct marketing purposes. If you are a California resident and want such a list, please send us an email (privacy@gtigrows.com) or write to us using information in the "Contact Us" section below. For all requests, you must put the statement "Your California Privacy Rights – Shine the Light" in the body of your request, as well as your name, street address, city, state, and zip code. Please note that we will not accept these requests via the telephone, and we are not responsible for requests that are not labeled or sent properly, or that do not have complete information. Please allow 30 days for a response.

2. Your Privacy Rights (Non-California Residents)

Residents of states other than California may make the following requests with respect to Personal Information in accordance with applicable law:

- **Access, Confirmation, Deletion, Correction Requests:** Subject to exceptions under the law, you may request that we confirm whether we process your Personal Information, and you may further request access to, or deletion of, your Personal Information. You may also request that we correct inaccurate Personal Information that we maintain about you.
- **Obtain List of Third Parties:** You may request a list of third parties to whom we disclose personal information.
- **Opt-Out of Targeted Advertising:** We may use Personal Information obtained from your activities across unaffiliated Sites to send more relevant advertising to you. You can request that we stop using your Personal Information for such targeted advertising, by [clicking here](#) or by clicking the Cookie Settings link in the footer of each GTI website you visit to set your preferences. You can also visit aboutads.info/choices and <https://optout.privacyrights.info> to opt out of certain uses of cookies for advertising purposes. Your selections are specific to the device, website, and browser you are using. Your selections are deleted whenever you clear your cookies or browser's cache. You may also opt out using the GPC signal as described in the "Your Choices" section.

- **Opt-Out of Sale:** You may request to opt-out of the “sale” (as defined in applicable law) of your Personal Information.

U.S. residents can make these requests online by [clicking here](#), by emailing us at privacy@gtigrows.com, or by calling us at (888) 423-0783.

You may designate an agent to submit an opt-out of sale and opt-out of targeted advertising request on your behalf. Proof to verify your identity and the authorized agent’s authority to submit requests on your behalf is required, or we may deny the request. We use commercially reasonable efforts to authenticate your identity and the authorized agent’s authority through the written documentation provided in connection with the opt-out request in accordance with this Privacy Policy.

We will take reasonable steps to verify your identity prior to responding to your requests. The verification steps will vary depending on the sensitivity of the Personal Information and whether you have an account with us. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. If you are not satisfied with the outcome of your request, you may submit an appeal by sending an email to privacy@gtigrows.com with “Privacy Rights Appeal” in the subject line.

Note that for purposes of these requests under this “Your Privacy Rights (Non-California Residents)” Section, Personal Information does not include information about job applicants, employees and other of our personnel; information about employees and other representatives of third-party entities we may interact with; or information we have collected as a service provider.

3. Your Nevada Privacy Rights

If you are a Nevada resident, you can request that we not “sell” your “covered information” (as defined in applicable Nevada law). To make such a request, [complete this form](#), email us at privacy@gtigrows.com (please include “Nevada Do Not Sell” in the subject line), or call us at (888) 423-0783.

Changes to this Privacy Policy

GTI has the discretion to update or change this Privacy Policy at any time. If we make any change in how we use Personal Information, we will notify you by email if you have provided your email address to us or by means of a notice on this Site. Any changes will become effective when the revised Privacy Policy is posted on the Site. Your use of the Site following these changes means that you acknowledge the revised Privacy Policy. We recommend that you regularly review the Privacy Policy when you visit the Site.

Contacting Us

Green Thumb Industries (GTI), located at 325 W. Huron St., Suite 700, Chicago, Illinois, 60654 (phone number (888) 423-0783), is the company responsible for the collection, use, maintenance, and disclosure of Personal Information under this Privacy Policy.

If you have any questions about this Privacy Policy, please contact us via the contact form on our [Contact Us](#) page or please write to the following address and/or email:

Green Thumb Industries

C/o Consumer Privacy Rights

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