

# Privacy Policy and Notice of Privacy Practices

Effective as of June 7, 2017.

## I. Introduction

PLEASE READ THIS PRIVACY POLICY CAREFULLY. This Privacy Policy and Notice of Privacy Practices (“Privacy Policy”) sets forth the privacy practices of Perfecting Pizza, LLC, a South Carolina limited liability company with its principle offices at 7193 Dove Field Lane, Indian Land, South Carolina 29707 and/or its subsidiaries and affiliates (collectively “the Company”, “we”, “our” or “us”).

## II. Scope

This Privacy Policy is intended to be an enterprise-wide privacy policy applicable to all data collection by the Company, and shall apply to any individual’s or company’s (“you” or “your”) use of the Company’s products, services, and websites (referred hereafter as “Services”) and your use of any affiliated third party websites that may contain a link to this Privacy Policy, or to any pages, facilities, services, or capabilities accessible on or by any top-level Company domain owned by the Company, or any subsite, subdomain, subdirectory, virtual site, or virtual directory thereof (each, a “Site” and collectively the “Sites”).

## III. Personal Information Collected by the Company

The Company collects certain information from you when you visit the Sites, access our services and when you purchase a subscription from us. For the purposes of this Privacy Policy, Personal Information means individually identifiable information such as your name, address, email address, and an account password. Personal Information may also include your city, state, zip code, and telephone number. For certain services, such as licensing software or consulting, the Company may also request credit card or other payment account information which the Company maintains in an encrypted form on secure servers. By providing Personal Information to the Company or its affiliates, you consent to the Company’s collection, storage, use, disclosure, sharing and processing of this information and other data as described in this Privacy Policy.

## IV. Automatic Collection of Non-Personal Information by the Company

While you are on the Sites, we automatically track non-personal information related to your use of the Sites. This non-personal information may include, among other things, URL tracking information, information about your browser, your IP address, any files you download or view, your path through the Sites, the date, time and frequency you spend accessing the Sites and the length of time you spend reviewing certain features. We may collect and process information about your actual physical location.

We use various technologies to determine location, including IP address. We may collect and store information locally on your device using mechanisms such as browser web storage and application data

caches. We may also collect information from your mobile device, such as your hardware model, operating system version, unique device identifiers and mobile network information.

## **1. Cookies**

We may also track your usage of the Sites through cookies. A cookie is a small data file written to a user's hard drive. Cookies may be used, among other things, to allow automated log-in and may contain information such as a login ID or other information about your preferences or use of the Sites.

If you are concerned about having cookies on your computer, you can remove them and don't have to accept them. You can also set your individual browser to block cookies, including cookies associated with our Sites and services, or to notify you when you receive a cookie, allowing you to decide whether or not to accept particular cookies. Further information about the procedure to follow in order to disclose cookies can be found on your Internet browser provider's website via your help screen. You may wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for information on commonly used browsers. However, your browser and other choices may impact your experiences with our services.

If you have any questions regarding our use of cookies, please email us at [support@perfectingpizza.com](mailto:support@perfectingpizza.com).

## **V. Information That You Provide to the Company**

When you visit the Sites, access our services, purchase a subscription from us, use our services, or when you send us emails or other communications, you provide your Personal Information to the Company. The Personal Information that the Company collects may include your name, phone number, e-mail address, address or location, and any details provided by you in requesting assistance or information from the Company, or similar information. Additionally, the Company or its affiliates may request your shipping and billing information, credit card information or other preferred payment means. By submitting personal information to the Company, you agree that the Company may use this information in accordance with this Privacy Policy. The Company may retain this information in order to process user inquiries, respond to requests, collect fees, and resolve disputes. If you do submit personal information to the Company, the Company may share that information with third party service providers, in addition to using that information for the purposes for which it was submitted by you.

## **VI. Use and Sharing of Information Collected by the Company**

### **1. Internal Use**

The Company uses the information we collect to improve our marketing and promotional efforts, to statistically analyze usage of the Sites, to improve our content and offerings on the Sites, and to customize the content and layout of the Sites.

In addition, the Company may use your Personal Information and other information that we collect from your use of the Sites (including any emails you may send us) to provide you with services, to provide you with product information, promotional offers, to enforce our User Terms and Agreement, for troubleshooting and maintenance, for more effective customer service, to communicate with you about

your account, to offer you products and services, to offer you upgrades or updates to our products and services, to bill you for products and services, or to conduct marketing research.

The Company may use your Personal Information to send to you certain Service-related communications, such as billing reminders, information on technical service issues, and security announcements. The Company may also share your Personal Information and other information we collect from you with third parties that provide us with services in connection with our provision of services or that are otherwise acting on our behalf.

## **2. Disclosure to Third Parties**

The Company may disclose your Personal Information and other information with our affiliates or with third parties that provide services directly to you, the Company or our affiliates in connection with our provision of the services (including, but not limited to, providing customer service, marketing, the sending of promotional emails, and online advertising programs, or processing payment transactions for our products). Such third parties may use the information shared with them to provide these services and for marketing, advertising or other purposes, subject to their respective privacy policies. We recommend that you carefully review the privacy policy of each third party service prior to submitting your personal information to the third party.

In addition, the Company may aggregate or combine the data we collect from our users (which does not include your Personal Information) and share it with our business partners and other third parties. This aggregated or combined data may be used by the Company or the third parties for research purposes and for statistical purposes, among other uses.

The Company reserves the right to disclose your information (including your Personal Information) when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) the Company's rights or property, or anyone else that could be harmed by such activities. The Company may also disclose your information (including your Personal Information) if a Site or other policy violation has occurred or to enforce the Terms of Service.

The Company cooperates with law enforcement agencies in identifying those who use the Sites or related services for illegal activities. Therefore, the Company responds to subpoenas, warrants or other court orders regarding information concerning any users. We will, at our discretion, disclose information if we believe we are required to do so by law, believe that such disclosure is necessary to protect us from legal liability or believe we need to do so to protect someone's safety or the integrity of the Sites or related services.

If the Company is involved in any merger, acquisition, sale of company assets, transition of service to another provider, or insolvency, bankruptcy or receivership, we reserve the right to transfer any personal information in connection with such transaction. If the Company is involved in a merger, acquisition, sale of company assets, transition of service to another provider, or insolvency, bankruptcy or

receivership, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

## **VII. Review and Correction of Personal Information**

You may review, correct and update certain Personal Information (such as your name and email address) by contacting the Company through the “Contact Us” section below. We may reject requests that are unreasonably repetitive, require disproportionate technical effort, risk the privacy of others, or would be impractical.

## **VIII. How Long We Retain Your Personal Information**

We store your Personal Information for as long as necessary to provide our products and services to you. We will keep your Personal Information until we no longer need the data to provide you with the Company’s products and services. However, we may retain your Personal Information for an additional period as is permitted or required under applicable laws. Even if we delete your Personal Information it may persist on backup or archival media for an additional period of time.

## **IX. Contact and Electronic Communications Opt-Out**

At the time when you provide Personal Information to the Company on our Sites, or when you register for an account on our Sites to use the services which we provide, you agree that we can communicate with you electronically regarding your use of the Sites or our products and services. You may opt-out of email marketing communications from the Company by either (i) clicking on the “Unsubscribe” link provided in the applicable marketing email and following the directions provided, or (ii) contacting us through the information provided below in “Contact Us”. Note that even if you opt-out, the Company reserves the right to contact you in the event of a service or safety notification or to respond to your communications with us.

## **X. Exclusions**

### **1. Children**

The Sites and services are not intended for use by children. We do not knowingly solicit nor collect any Personal Information about children under the age of 13 nor market to them. If a child has provided us with Personal Information, a parent or guardian of that child may contact us to have the information deleted from our records. If you believe that we might have any information from a child under age 13, please contact us. To do so, contact the Company through the information provided below in the “Contact Us” section. If we learn that we have inadvertently collected the personal information of a child under 13, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible.

### **2. Information Collected By Business Partners, Social Media Services or Other Third Party Platforms**

The Sites may contain links to websites owned by other companies. The Company does not control or endorse and is not responsible for the privacy practices of other sites or third parties to whom you may link from the Sites. In addition, this Privacy Policy is not intended to describe data handling procedures for information collected by other linked websites or business partners.

You are responsible for the Personal Information you choose to share or submit in these instances, including any information shared in a social media forum on a Company service. For a description of how other sites and third party platforms, plug-ins, integrations or applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings.

When we interact with you through our content on third party websites, applications or platforms, we may obtain any information regarding your interaction with that content.

### **3. Non-U.S. Residents**

If you live outside the United States (including Canada, Mexico and the European Economic Area), and you use our services and Sites or provide us with Personal Information directly via the Sites, such information will be handled in accordance with this Privacy Policy. THE SITES ARE GOVERNED BY AND OPERATED IN ACCORDANCE WITH UNITED STATES LAW. BY USING THE SITES OR GIVING US YOUR PERSONAL INFORMATION, YOU ARE DIRECTLY TRANSFERRING YOUR PERSONAL INFORMATION AND OTHER INFORMATION TO US IN THE UNITED STATES WHERE OUR CENTRAL DATABASE OPERATES. BY USING THE SITES, YOU ACKNOWLEDGE THAT THE UNITED STATES MAY NOT HAVE THE SAME LEVEL OF DATA PROTECTION AS YOUR JURISDICTION AND YOU AGREE AND EXPLICITLY CONSENT TO YOUR PERSONAL INFORMATION BEING COLLECTED, PROCESSED AND TRANSFERRED IN ACCORDANCE WITH THIS PRIVACY POLICY AND SUBJECT TO UNITED STATES LAWS. You are solely responsible for compliance with any data protection or privacy obligations in your jurisdiction when you use our services and Sites, or provide us with Personal Information. Regardless of where we transfer your information, we still protect your information in the manner described in this Privacy Policy.

## **XI. Security**

The Company is committed to maintaining the security of the data you provide us. We have put in place physical, electronic and managerial procedures designed to help prevent unauthorized access, to maintain data security, and to use correctly the information we collect online. These safeguards vary based on the sensitivity of the information that we collect and store. Employees or agents provided with personal information are bound by confidentiality obligations and agreements and may be subject to discipline, including termination and criminal prosecution, if they breach these agreements or fail to meet these obligations.

Although we take appropriate measures to safeguard against unauthorized disclosure to help prevent unauthorized access, we cannot assure you that your personal information will never be disclosed, altered or destroyed in a manner that is inconsistent with this Privacy Policy. Please note that there is always

some risk in transmitting information over the Internet. Because the Sites and the services are provided through wireless networks and the Internet, when you use the Sites or the services, your communications may be intercepted by others. For this reason, the Company cannot guarantee the security and privacy of wireless transmissions or transmissions via the Internet, and we will not be liable for any lack of security relating to the use by you of the Sites or related services. You agree that you will not hold the Company liable for any damages resulting from any loss of privacy or security occurring in connection with any communications over such networks.

## **XII. California Residents: Your California Privacy Rights**

### **1. Do Not Track**

The Company does not track its customers over time and across third party websites to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals. However, some third party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you.

Third parties that have content on our Sites such as a social feature may set cookies on your browser or obtain information about the fact that a web browser visited a specific Site from a certain IP address. Third parties cannot obtain any other personally identifiable information from our Sites unless you provide it to them directly.

### **2. Disclosures to Third Parties**

California's "Shine the Light" law, Civil Code section 1798.83, requires the Company to respond to requests from California residents asking about the Company's practices related to disclosing personal information to third parties for the third parties' direct marketing purposes. If you are a California resident, you have the right to submit a request to the Company at the address listed below and receive information about the categories of personal information the Company disclosed to third parties for third parties' direct marketing purposes during the preceding calendar year; and the names and addresses that received such information, or examples of the product or services marketed if the nature of their business cannot be determined by the business name. If you are a California resident, you are entitled to receive a copy of this information in a standardized format and the information will not be specific to you individually. Please see the "Contact Us" section below to make a request.

## **XIII. Information Regarding Commercial Electronic Messages in Canada**

Canada's Anti-Spam Law requires that the Company obtain the express consent of Canadian citizens before sending an electronic message such as an email that contains a promotion about our products. We will ask you for your explicit consent when you provide us with your email address or other personal information through which we intend to encourage your participation in a commercial activity, such as a promotion for our products.

If you explicitly consent to receiving CEM, each communication sent to you will contain an option to unsubscribe to the communications or to revoke your consent to receive CEM. Alternatively, you can contact us at the address or email provided below in the “Contact Us” section to be removed from our mailing lists.

#### **XIV. Contact Us**

The operator of this Site is Perfecting Pizza, LLC, a South Carolina limited liability company. If you have any questions regarding the Company’s Privacy Policy, please contact us at Perfecting Pizza, LLC, P.O. BOX 282 Fort Mill, SC 29716 or you may email us at [info@perfectingpizza.com](mailto:info@perfectingpizza.com).

#### **XV. Changes or Updates to this Privacy Policy**

The Company reserves the right, in our sole and absolute discretion, to make changes to this Privacy Policy from time to time. If we make material or retroactive changes to this Privacy Policy, we will notify you about material changes by either sending an email message to the email address you most recently provided to us or by prominently posting a notice on our Sites. You agree that electronic disclosures and notices in relation to this Privacy Policy have the same meaning and effect as if we had provided you with a paper copy. We will post any changes to this Privacy Policy to this page as soon as reasonably possible and we will note near the top of this page the date that any changes are made and/or when they become effective. We encourage you to periodically check back and review this policy so that you always know what information we collect, how we use it, and with whom we share it.

