

PRIVACY POLICY

Perfecting Pizza, LLC (the “Company”) and/or www.perfectingpizza.com and/or the Application, and/or the licensors (collectively, the “Company”), values the privacy of the individual and has created this policy (“Privacy Policy”) to demonstrate its firm commitment to transparency about how the Company treats the information of its users of the Website and/or Applications and/or User Content and/or Services. Because the Company gathers important information from our users, the Company has established this Privacy Policy as a means to communicate the Company’s information gathering and dissemination practices. The Company reserves the right to change this Privacy Policy in accordance with the terms herein and reflected in the Terms of Service.

Definitions

For the purposes of this Privacy Policy:

Account means a unique account created for You to access the Application.

Affiliate means an entity that controls, is controlled by or is under common control with a party, where “control” means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority. Affiliate includes Grande Cheese Company.

Application means the software program provided by the Company downloaded by You on any electronic device, named “Perfect Food Cost”

Company (referred to as either “the Company,” “We,” “Us” or “Our” in this Agreement) refers to Perfecting Pizza LLC, P.O. BOX 282 Fort Mill, SC 29716.

For the purpose of the GDPR, the Company is the Data Controller.

Country refers to: United States

Data Controller, for the purposes of the GDPR (“General Data Protection Regulation”), refers to the Company as the legal person which alone or jointly with others determines the purposes and means of the processing of Personal Data.

Device means any device that can access the Application such as a computer, a cellphone or a digital tablet.

Personal Data is any information that relates to an identified or identifiable individual. For the purposes for GDPR, Personal Data means any information relating to You such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity. May include Information and/or User-Generated Content, (as those terms are defined in the accompanying End User License Agreement and/or Terms of Service)

Sale means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer’s personal information to another business or a third party for monetary or other valuable consideration.

Service refers to the Application.

Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is

used. For the purpose of the GDPR, Service Providers are considered Data Processors. **Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.

Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable. Under GDPR (General Data Protection Regulation), You can be referred to as the Data Subject or as the User as you are the individual using the Service.

What information do we collect?

We collect information from you when you register for an Account on our Application or fill out a form. We will collect any and all information that you input. We may also collect your physical location through “geo-tagging,” first and last name, home or other physical address, including, but not limited to, Information and/or User-Generated Content, (as those terms are defined in the accompanying End User License Agreement and/or Terms of Service), street name and name of a city or town, and billing information, such as billing name and address, bank account number, routing number and in some instances a credit card number and/or other identifier that permits the physical or online contacting of a specific individual, depending on your activities while on the Application.

What we use information for

Any of the information we collect from you may be used in one of the following ways: to personalize your experience (your information helps us to better respond to your individual needs); to improve the Application (we continually strive to improve our offerings based on the information and feedback we receive from you); to improve customer service (your information helps us to more effectively respond to your customer service requests and support needs); to send periodic emails. We can also use your information to monitor and assemble analytics pertaining to an individual’s use of the Application. The Company may use the information that we collect to setup the Accounts for registered users and may also use the information to send information regarding our company or partners, such as promotions and events. The email address you provide may be used to send you occasional company news, updates, related product or service information, etc. **If at any time you would like to unsubscribe from receiving future emails, please reply to the Company email and request that your email address be removed from the list.**

We may disclose any information (other than billing information) to outside parties.

We may sell, trade, or otherwise transfer to outside parties your personally identifiable information. This includes trusted third parties who assist us in operating our Application, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is Appropriate to comply with the law, enforce our site policies, or protect ours or others’ rights, property, or safety. **User email addresses and any personal customer information may be sold to or otherwise shared with third parties for marketing purposes;** provided, however that the Company may assign any and all personal customer information to a successor entity should the

Company be the subject of a merger, acquisition or any other similar such transaction in which the control of the Company substantially changes. Individual records may at times be viewed or accessed only for the purpose of resolving a problem, support issue, or as may be required by law. Of course, registered users are responsible for maintaining the confidentiality and security of their user registration and password. The Company may aggregate data together in an anonymous fashion to generate reporting for internal analysis or distribution as it sees fit and may, at its sole discretion, choose to offer such reporting for promotional purposes and/or monetary gain. The Company may also track and analyze non-identifying and aggregate usage and volume statistical information from our visitors and customers and provide such information to third parties. **BY SUBMITTING USER-GENERATED CONTENT AND/OR INFORMATION (AS THOSE TERMS ARE DEFINED IN THE ACCOMPANYING END USER LICENSE AGREEMENT AND/OR TERMS OF SERVICE)---INCLUDING ANY TRADE SECRET (INCLUDING RECIPES, ETC.)---VIA THE APPLICATION, YOU AGREE THAT IT MAY BE VIEWED AND ACCESSED BY THE COMPANY AND/OR ITS AFFILIATE, GRANDE CHEESE COMPANY. THERE SHALL BE NO GUARANTEE OF CONFIDENTIALITY FOR SUCH USER-GENERATED CONTENT AS AMONG THE COMPANY AND GRANDE CHEESE COMPANY. GRANDE CHEESE COMPANY MAY UTILIZE SAID USER-GENERATED CONTENT AND/OR INFORMATION FOR ITS INTERNAL BUSINESS PURPOSES. BY UTILIZING THE APPLICATION, YOU ACKNOWLEDGE AND AUTHORIZE SUCH USE OF YOUR USER-GENERATED CONTENT AND/OR INFORMATION BY THE COMPANY AND/OR GRANDE CHEESE COMPANY.**

Third party links/transactions

Occasionally, at our discretion, we may include or offer third party products or services on our Application, including through the implementation of advertisements. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our Application and welcome any feedback about these sites.

Furthermore, when Users interact with one another, especially in the context of the buyer/seller relationship, Users' emails, first and last names and other info may be transferred to other affiliated third party businesses. The Company shall under no circumstances be responsible for what buyer/seller or other affiliated third party businesses do with Users' information.

California Online Privacy Protection Act Compliance

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

Residents of the State of California, under certain provisions of the California Civil Code, have the right to request from companies conducting business in California a list of all third parties to which the company has disclosed certain personally identifiable information as defined under California law during the preceding year for third party direct marketing purposes. You are limited to one request per calendar year. In your request, please attest to the fact that you are a

California resident and provide a current California address for our response. You may request the information in writing at Perfecting Pizza, LLC, ATTN: LEGAL, P.O. BOX 282 Fort Mill, SC 29716 and info@perfectingpizza.com.

Childrens Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under thirteen (13) years of age. Our Application, products and services are all directed to people who are at least thirteen (13) years old or older.

Online Privacy Policy Only

This online Privacy Policy Application applies only to information collected through our Application and not to information collected offline.

Changes to our Privacy Policy

If we decide to change our Privacy Policy, we will post those changes on this page.

Public Forums

We may offer chat rooms, message boards, bulletin boards, or similar public forums where you and other users of our Application can communicate. The protections described in this Privacy Policy do not apply when you provide information (including personal information) in connection with your use of these public forums. We may use personally identifiable and non-personal information about you to identify you with a posting in a public forum. Any information you share in a public forum is public information and may be seen or collected by anyone, including third parties that do not adhere to our Privacy Policy. We are not responsible for events arising from the distribution of any information you choose to publicly post or share through the Application.

Keeping Your Information Secure

We have implemented security measures we consider reasonable and appropriate to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while we strive to protect your personally identifiable information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information. In the unfortunate event that your “personally identifiable information” (as the term or similar terms are defined by any Applicable law requiring notice upon a security breach) is compromised, we may notify you by email (at our sole and absolute discretion) to the last email address you have provided us in the most expedient time reasonable under the circumstances; provided, however, delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system as well as for the legitimate needs of law enforcement if notification would impede a criminal investigation. From time to time we evaluate new technology for protecting information, and when Appropriate, we upgrade our information security systems.

Contact and Opt-Out Information

You may contact us as at info@perfectingpizza.com if: (a) you have questions or comments

about our Privacy Policy; (b) wish to make corrections to any personally identifiable information you have provided; (c) want to opt-out from receiving future commercial correspondence, including emails, from us or our affiliated companies; or (d) wish to withdraw your consent to sharing your personally identifiable information with others. We will respond to your request and, if Applicable and Appropriate, make the requested change in our active databases as soon as reasonably practicable. Please note that we may not be able to fulfill certain requests while allowing you access to certain benefits and features of our Application.

Sole Statement

This Privacy Policy as posted on the Application is the sole statement of our privacy policy with respect to the Application, and no summary, modification, restatement or other version thereof, or other privacy statement or policy, in any form, is valid unless we post a new or revised policy to the Application.

GDPR Privacy Policy

Legal Basis for Processing Personal Data under GDPR

We may process Personal Data under the following conditions:

- **Consent:** You have given Your consent for processing Personal Data for one or more specific purposes.
- **Performance of a contract:** Provision of Personal Data is necessary for the performance of an agreement with You and/or for any pre-contractual obligations thereof.
- **Legal obligations:** Processing Personal Data is necessary for compliance with a legal obligation to which the Company is subject.
- **Vital interests:** Processing Personal Data is necessary in order to protect Your vital interests or of another natural person.
- **Public interests:** Processing Personal Data is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Company.
- **Legitimate interests:** Processing Personal Data is necessary for the purposes of the legitimate interests pursued by the Company.

In any case, the Company will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Your Rights under the GDPR

The Company undertakes to respect the confidentiality of Your Personal Data and to guarantee You can exercise Your rights.

You have the right under this Privacy Policy, and by law if You are within the EU, to:

- **Request access to Your Personal Data.** The right to access, update or delete the information We have on You. Whenever made possible, you can access, update or request deletion of Your Personal Data directly within Your account settings section. If you are unable to perform these actions yourself, please contact Us to assist You. This also enables You to receive a copy of the Personal Data We hold about You.

- **Request correction of the Personal Data that We hold about You.** You have the right to have any incomplete or inaccurate information We hold about You corrected.
- **Object to processing of Your Personal Data.** This right exists where We are relying on a legitimate interest as the legal basis for Our processing and there is something about Your particular situation, which makes You want to object to our processing of Your Personal Data on this ground. You also have the right to object where We are processing Your Personal Data for direct marketing purposes.
- **Request erasure of Your Personal Data.** You have the right to ask Us to delete or remove Personal Data when there is no good reason for Us to continue processing it.
- **Request the transfer of Your Personal Data.** We will provide to You, or to a third-party You have chosen, Your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which You initially provided consent for Us to use or where We used the information to perform a contract with You.
- **Withdraw Your consent.** You have the right to withdraw Your consent on using your Personal Data. If You withdraw Your consent, We may not be able to provide You with access to certain specific functionalities of the Service.

Exercising of Your GDPR Data Protection Rights

You may exercise Your rights of access, rectification, cancellation and opposition by contacting Us. Please note that we may ask You to verify Your identity before responding to such requests. If You make a request, We will try our best to respond to You as soon as possible. You have the right to complain to a Data Protection Authority about Our collection and use of Your Personal Data. For more information, if You are in the European Economic Area (EEA), please contact Your local data protection authority in the EEA.

This Privacy Policy was last revised on January 1, 2021.