

## Privacy Policy

Last updated/Effective date: November 10, 2021

### **Introduction**

Nutrition Matters, Inc. ("**We**") respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit or use [www.numatters.com](http://www.numatters.com), as well as our downloadable and non-downloadable software and content (collectively, the "**Website**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. By using the Website, you accept and agree, on behalf of yourself and your dependents (if applicable), to be bound and abide by this policy. If you do not agree to this policy, you must not access or use the Website.

We may revise and update this policy from time to time in our sole discretion. All changes are effective immediately when we post them. Your continued use of the Website following the posting of revised policy means that you accept and agree to the changes. You are expected to check this page from time to time so you are aware of any changes, as they are binding on you.

### **Children Under the Age of 16**

No one under age 16 may provide any information to or on the Website without the verified consent of a parent or guardian. If we learn we have collected or received personal information from a child under 16 without verification of parental or guardian consent, we will delete that information. If you believe we might have any information from a child under 16, please contact us at [info@numatters.com](mailto:info@numatters.com).

### **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, birth date, postal address, e-mail address, telephone number, agency affiliation, government program number, and any other identifier by which you may be contacted online or offline ("**personal information**");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.
- From third parties, for example, our business partners.

### *Information You Provide to Us*

The information we collect on or through our Website may include:

- Information that you provide by registering or filling in forms on our Website. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses and phone numbers).
- Details of transactions you carry out through our Website.
- Your search queries on the Website.

*Online Accounts.* To create an online account with us, you must provide certain personal information such as your first and last name, email address, and/or WIC number (as applicable) and create a password. This information is used to populate a profile within your account.

*Order & Payment Data.* When you make a purchase online, you will be re-directed to our PCI-compliant third-party payment processor. Any information that you provide directly to our third-party payment processor is

governed by their privacy policy, not this Policy. We do not receive your credit card, debit card or other financial information when you make a payment- such information is provided directly to our payment processor. However, we do receive information about your purchase and your contact information (e.g. name, email address, mailing address, phone number), and we will keep a record of your purchases.

*User Contributions.* You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other

users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

#### *Information We Collect Through Automatic Data Collection Technologies*

*What types of online tracking mechanisms do we use?* We may use cookies, web beacons, pixel tags and other tracking technologies (collectively "Cookies") on our Website.

*What are cookies and web beacons / pixel tags?* A cookie is a small text file that our Website saves onto your computer or device when you use the Website that provides us certain information about your activities. Cookies allow the Website to remember your actions and preferences and recognize you or your browser, along with some information you provided. Web beacons / pixel tags are small graphics on a webpage that monitor your activity when viewing a webpage.

*Why do we collect Cookies?* We use Cookies to:

- make our Website function properly;
- provide personalized experiences;
- tailor our interactions with you;
- help with our marketing efforts;
- provide us with valuable data and statistics about the usage and effectiveness of our Website and to help us improve our Website; and
- help us improve our services.

*What type of information do Cookies collect?* The Cookies on our Website may collect information such as:

- IP addresses assigned to the computers and other devices you use;
- your internet service provider;
- device ID number;
- approximate geographic location;
- browser type;
- Website pages visited;
- websites you access before and after visiting the Website, and
- data related to how and when you use the Website.

*How long do Cookies last?* A Cookie can either be a "session" Cookie or a "persistent" Cookie. Session Cookies exist only for so long as you are visiting the applicable Website and are typically deleted when you exit your web browser. Persistent Cookies exist for a set period of time, for example, up to several months or years. Each time you visit a website that has implemented a persistent Cookie, the persistent Cookie is renewed, and that Cookie will remain active until its predetermined expiration date. You can manually delete persistent Cookies through your browser settings.

*First and Third-party Cookies.* Cookies may either be "first-party" or "third-party" Cookies. A first-party Cookie allows your web browser to talk to the actual website that you are visiting. A third-party Cookie allows your web browser to talk to a third-party website, such as the source of an ad that appears on the website you are visiting or a third-party analytics provider. We may not have control over how a third-party uses information collected through third-party Cookies.

*How do you manage Cookies or opt-out?* Most browsers automatically accept cookies. You can disable this function by changing your browser settings, but disabling cookies may impact your use and enjoyment of the Website. Not all features or functions of the Website may work properly if you disable Cookies. You cannot disable all Cookies, such as Cookies that are essential to the functioning of the Website.

**CALIFORNIA'S "DO-NOT-TRACK" REQUIREMENT. WE CURRENTLY DO NOT HONOR "DO NOT TRACK" REQUESTS.**

### **Marketing Communications**

If you provide your email address to us, you understand that we may send you emails, including marketing emails. We may use third-party providers to deliver communications to you. You may opt-out of marketing emails by using the unsubscribe link in the email or contacting us at [info@numatters.com](mailto:info@numatters.com) with "Unsubscribe" in the subject line. Opting out of marketing communications does not opt you out of communications about your account or transactions.

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To communicate with you and provide you with information, products, or services that you request from us or may be of interest to you.
- To provide you with notices about your account or purchases.
- To send you promotions or market our products and services.
- For management of our Website, such as troubleshooting problems, improving the content and functionality of our Website, and statistical and other analyses of the Website.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any way we may describe when you provide the information.
- To fulfill any purpose for which you provide it.
- For any other purpose with your consent.

### **Use and Disclosure of De-Identified/Aggregated Information**

We may collect, use, share, transfer and otherwise process de-identified and aggregated information that we receive or create for any purposes in its sole discretion, in compliance with applicable laws. We are the sole and exclusive owner of such de-identified and aggregated information, including if we de-identify personal information so that it no longer considered personal information under applicable laws.

### **Disclosure of Personal Information**

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, partners and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding.
- In other way we may describe when you provide the information.
- To fulfill any purpose for which you provide it.
- For any other purpose with your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Nutrition Matters, Inc., our customers, or others.

### **Retention of Personal Information**

We will keep personal information for the period necessary to fulfil the purposes described in this policy, unless a longer retention period is permitted or required by law.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. To request access to, correct or delete, or opt-out of certain personal information uses or disclosures, please send us an email at [info@numatters.com](mailto:info@numatters.com). We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

### **Your California Privacy Rights**

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. Should you have any questions or requests, please send us an email at [info@numatters.com](mailto:info@numatters.com).

### **Third-Party Websites**

The Website may link to, or be linked to, websites not controlled by us. We are not responsible for third-parties' privacy policies or practices. This policy does not apply to any third-party websites or to any data that you provide to third parties. You should read the privacy policy for each website that you visit.

### **Data Security**

Unfortunately, the transmission of information via the internet is not completely secure. Although we try to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### **Access from Outside the United States**

If you access our Website from outside the United States, please be aware that personal information may be transferred to, stored in, and processed in the United States. Certain governmental authorities may not consider the level of protection of personal information in the United States to be equivalent to that required by the in other jurisdictions.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at [info@numatters.com](mailto:info@numatters.com) or call 888-356-5575.