



# Privacy Policy

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## Introduction

CookUnity respects the privacy of your information. This Privacy Policy (the "Policy") describes how CookUnity Inc. ("we" or "us") collects, uses, and discloses Personal Information. It also describes your Personal Information rights and choices, and how you may exercise those rights. The term Personal Information, and other capitalized terms, are defined in this Policy.

This Policy applies to the Personal Information we collect when you use our Services, which include when you:

- Visit our website, CookUnity.com ("Website" or "Site").
- Use our mobile application ("App").
- Place an order with us.
- Become a subscriber or create an account with us.
- Submit a form or other feedback to us.
- Visit our locations.
- Communicate with us by phone or text, or through a form or the interactive chat feature on the Site.
- Receive emails, promotions, advertisements, or surveys from us.
- Connect with us through social media.
- Otherwise interact or engage with us, our products, or our Services.

This Policy also applies when we provide you with Services through our service providers, such as delivery partners, and other vendors who help us provide and market our products to you, or otherwise support our business operations. However, please note that our online Services offer links to websites and services that are not operated by CookUnity, such as social media pages or hosted payment platforms. Additionally, you may click on a link to our Site from a third-party's website. Third-party websites may independently solicit and collect information from you, including Personal Information, and in some instances, they may provide us with information about your activities on those third-party websites. Though this Policy does describe the Personal Information we receive from those third parties, we do not always have control over the privacy practices of these websites and services, and we encourage you to review the privacy policies presented on every website you visit.

This Policy may be updated from time to time, and we encourage you to review it periodically for updates. Your continued engagement with our Services indicates your acceptance and consent to the information collection practices described in this Policy. By using our Services, you also acknowledge and accept our Terms & Conditions of Service.

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## Collection of personal information

### What Personal Information Do We Collect?

Personal Information means information that identifies, relates to, describes, or is reasonably capable of being associated or linked, directly or indirectly, with an individual consumer or household. Personal Information does not include information that is de-identified, aggregated, or anonymized. The Personal Information we collect about you includes:

- **Personal identifiers and contact information**, such as your name, mailing and billing addresses, personal email address, telephone number, customer identification number, social media handles, social media profile information, and online account information.
- **Business information**, including your business's name, job title, address, telephone number, and email address.
- **CookUnity account information**, such as the username and password you create to establish and access your account with us, your delivery address, phone number, and delivery instructions. If you sign in with your Google, Facebook, or Apple account, we may receive your credentials for those accounts too.
- **Device information**, meaning information about the computer device you use to interact with our online Services, such as your Internet Protocol (IP) address, device identification number, model, and manufacturer, operating system, browser type and version, Internet service provider, and mobile carrier.
- **Electronic communication information**, such as the content of messages you send us or that we exchange with you through emails, text messages, Website chat features, forms, or information that you send to us online.
- **Demographic information**, including race or ethnicity, age, marital status, family composition, household income, and nutrition/fitness lifestyle preferences.

- **Audio and video recordings**, including audio recordings of telephone calls with our customer experience and other support teams, and video footage of activities at our physical locations.
- **Payment information**, which may include your name, company affiliation, billing address, payment card information, and other invoicing information. Please note that CookUnity partners with a third-party payment processor for credit or debit card purchases. When you provide your payment card information on our Website or App, that information is stored with our third-party payment processor, Stripe.
- **Location & geolocation information**, such as the delivery address you provide for fulfillment of your orders, or your mailing address for delivery of our direct mailings. Our App may also collect general and/or precise geolocation information from your device.
- **Commercial information**, such as your purchase history with us or other details regarding the products or Services that you prefer or have considered, such as dietary preferences and restrictions, meals you add to or remove from your shopping cart, or meals that you provided us with feedback about. This category also includes general information about your purchasing tendencies with other companies.
- **Professional and educational information** such as your occupation and your education level.
- **Internet or electronic network activity**, such as browsing history, search history, or details about your interactions with our Site, App, or advertisements, including those we capture through the use of "session replay" technologies. This information may include data such as Uniform Resource Locators (URLs), services viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), or methods used to browse to or away from a given webpage.
- **User interaction information**, such as webpages you were visiting when you came to our Site and pages you went to when you left the Site, pages browsed, items you look at, hover over or click, information you type or enter into our online Services, interactions with advertisements, including information provided in those ads or to those advertisers, information from other platforms where we interact including social media platforms operated by other companies, and information collected through cookies, pixels, beacons, and other website technologies. For more information about the website technologies our Site uses, please see the Tracking Technologies section below.
- **Information created or inferred based on other Personal Information**, such as information from the use of our Services that we use to detect fraudulent behavior, and/or to develop a profile about your use of our Services in order to serve you with personalized content that we think you may be interested in.
- **Sensitive Personal Information**, such as your racial or ethnic origin, health and fitness lifestyle preferences, and in some cases, your precise geolocation.

If we collect information that, on its own, is not linkable to an individual, but combine it with other information so that together they may be used to identify individuals, we treat the combined information as Personal Information. This may occur, for example, when you are signed into your CookUnity account while using our Site.

## How Do We Collect Personal Information about You?

We collect information about you in different ways. Specifically, we collect your information: (1) when you interact directly with our Services (Direct Interactions with Us); (2) automatically through the website technologies that are present on our Site and App (Tracking Technologies); (3) from other companies we partner with and people who may refer you to us (Other Companies and People), and (4) through Publicly Available Sources. Each category of Personal Information collection sources is described below.

## **Direct Interactions with Us**

You may give us information about yourself, including contact information, payment information, order information, feedback, or preferences when you:

- Register for or log into your CookUnity account on the Site or App.
- Place an order with us.
- Express an interest in our products and Services.
- Complete forms, surveys, provide ratings, reviews, or submit other feedback to us.
- Correspond with us by phone, email, text, or the interactive chat feature on the Site. Please note that our interactive chat feature is powered and hosted by a third-party, Forethought, and incorporates AI features to improve the customer experience.
- Subscribe to our emails.
- Participate in one of our marketing campaigns.
- Visit our locations.
- Report a problem with our Website, App, or other Services.

## **Tracking Technologies**

When you interact with our Website, App, email features, or other online Services, the cookies, pixels, web beacons and other website technologies we use (collectively "tracking technologies") may collect information about your:

- Computer or other device used to access the Services.
- Browsing activities, patterns, events, and interactions with our Services, including web pages you viewed and links you clicked.

The data collected by tracking technologies does not identify you by name. These technologies generally identify the device you are using, such as by your IP address, or device identifier. These device identifiers may reveal or be connected with you by name or other personal identifier when our systems correlate it with the Personal Information you provided directly to us, so that we can create and maintain your account profile.

We use the information that is collected through tracking technologies for analytics purposes, and to maintain the security and functionality of our Site. When you interact with us or our Services, we and our marketing partners also use tracking technologies that collect information about your activities over time and across other websites and online services, or in connection with promotional email messages or communications. Through use of these technologies, we and our marketing partners may combine automatically-collected and user interaction

information with other information collected about you, including information collected by our marketing partners. The types of tracking technologies we use may change over time. The type of information collected through tracking technologies includes device identifiers, internet or electronic network activity, and user interaction information, as well as what content you are interested in or interact with as described above in the **What Personal Information Do We Collect?** section above.

The kinds of tracking technologies we use include:

- Necessary, functional, and performance cookies to maintain functionality of our online Services and help us deliver our Services and products you may purchase, route traffic between servers, retain user preferences, enable you to log in and stay logged in, keep your online shopping cart up to date, and help us understand how the Services are performing.
- Analytics and research technologies to enable us to understand, improve, and research features and content included in the Services, including how users use the Services and the content and products that users view most frequently.
- Location technology (including your general location based on your IP address or your precise location through our App) to verify your location, prevent fraud, deliver or restrict content based on your location, and provide Services personalized to you with location-relevant content.
- Security technologies for purposes such as to detect activity that might violate our Terms and Conditions of Service; prevent fraud, unauthorized access or activity, or other misuse of our Services; and to protect our business.
- Communication technology to determine whether you have opened, viewed, or otherwise interacted with the emails we send to you.
- Marketing and targeted behavioral advertising technologies to provide you with personalized advertisements, communications, and other content about the Services and, in some cases, an external party's products and services. For example, we use third parties to improve our ability to identify visitors to our website. As part of this service, we may make available identifiers to these third parties including our visitors' IP addresses, cookies, and hashed versions of email addresses captured from your visit. We, and third parties, use this data to obtain more information about our visitors and reach out to them through other channels, such as email and/or direct mail.

Many companies that are engaged in marketing and advertising participate in the Digital Advertising Alliance ("DAA"). You can learn more about the DAA AdChoices Program opt-out program for website browsers at <https://www.youradchoices.com/> and mobile apps at <https://www.aboutads.info/appchoices>

Our Site honors the user-enabled opt-out preference signal Global Privacy Control ("GPC"). When you have enabled this opt-out preference signal on browsers that support it, our Website will automatically opt you out of targeted advertising cookies. You can allow our Website to "ignore" your opt-out preference signal choices in our Cookie Preference Center

Our Website uses "session replay" technologies, including HotJar, MixPanel, and Datadog. Session replay technologies utilize code to record users' interactions with our Site. Once those interactions are recorded, we can replay them to assess Site analytics, diagnose usability problems, repair bugs, and identify areas for improvement on our Site. Session replays include users' clicks, mouse movements, scrolls, and keystrokes. You can opt-out of session replay technologies by declining "functional" cookies in our Cookie Preference Center. Please note that if you decline functional cookies, some areas of the Website may not function properly.

## **Other Companies and People**

We collect some Personal Information about you from other external sources, including our advertising and social media partners, other companies and individual consumers.

When you sign up for an account with us using your Google, Apple, or Facebook credentials, these companies will share certain Personal Information with us, which may include, without limitation, your name, email address, language preference, and profile picture.

We also collect Personal Information from our partners including marketers and advertisers, social media influencers, affiliate partners, and other companies, including companies whose products or services you have used in the past, and some of which are registered under various laws as data brokers.

We use this Personal Information to supplement the other Personal Information we have collected directly from you and Personal Information that is collected automatically by tracking technologies on our Site, to maintain your customer profile, direct relevant advertisements to you, and to provide you with personalized communications and other content we think you may be interested in.

Additionally, we may collect limited Personal Information from other CookUnity subscribers that refer you to us, such as your email address or other contact information, in order to provide you with information about our products and Services.

## **Publicly Available Sources**

We may collect Personal Information from consumer reviews of our products or Services. This includes, for example, reviews of our Services that you publish on a third-party platform.

## **How Do We Use Your Personal Information?**

We may use Personal Information for one or more of the following purposes:

- To fulfill the purpose for which you provided the information. For example, if you provide your Personal Information to become a subscriber and purchase our meals, we will use that information to set up your account and your profile including your product preferences, process your payment and facilitate delivery. We may also save your information to facilitate new orders.
- To provide, support, personalize, and develop our Site, App, products, and Services.

- To secure your account with us.
- To process your requests, purchases, transactions, and payments, and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including through AI-enabled interactive chat features offered on our Website. We may use the information you provide via chatbots or other messaging forums to investigate and address your concerns and monitor and improve our responses.
- To help maintain the safety, security, and integrity of our Site, App, products and Services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Website, App, products, and Services.
- To respond to law enforcement requests, inquiries from regulatory authorities, and as required or permitted by applicable laws, court orders, or regulations.
- As described to you in our Notice at Collection provided in accordance with the California Consumer Privacy Act ("CCPA") and other comprehensive US state consumer data privacy laws.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our customers is among the assets transferred.
- For other uses as may be permitted or required by applicable law.

## **Disclosures of Personal Information**

We may disclose your Personal Information to:

- Service providers, vendors, partners, subcontractors, and third parties who perform functions in support of our Services, such as:
  - Order processing and fulfillment services
  - Payment processing providers
  - Shipping providers
  - Customer service providers, including our Website chat provider
  - Consulting and business services
  - Marketing and advertising services
  - Research and analytics services
  - Breach and fraud detection, prevention, and response services
  - Security providers
  - Social media advertisement services
  - Website and App development
- Other people, such as when you direct an authorized representative to act on your behalf when submitting a Personal Information rights request.
- Mandatory recipients or recipients who need access to Personal Information for safety, security and legal purposes, such as law enforcement agencies or recipients engaged in legal processes.

- Companies that you direct us to interact with, such as payment card and shipping providers.
- Third parties to obtain more information about our website visitors and reach out to them through other channels, such as email and/or direct mail.
- Third parties to market their products or services to you if you have consented to or not opted out of such disclosures. For more information, see Your Privacy Choices and How to Exercise Them and State-Specific Privacy Rights Information.
- For any other purposes of which we provide notice when collecting your information.
- With your consent.

We may also disclose your Personal Information to external recipients:

- If we sell any business or assets, in which case we may disclose your Personal Information to the buyer of such business or assets if your Personal Information is part of the asset sale.
- To a buyer or other successor in the event of 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, where one of the transferred assets is the Personal Information we hold.
- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- To enforce or apply our Terms and Conditions of Service and other agreements.
- To protect the rights, property, or safety of our business, our employees, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of cybersecurity, fraud protection, and credit risk reduction.

## **Your Privacy Choices and How to Exercise Them**

We provide all customers with the following choices for management of their information. The next section, State-Specific Privacy Rights Information, applies additionally to consumers who reside in U.S. states where comprehensive consumer data privacy legislation is effective.

### **Managing Your CookUnity Subscription Account**

When you sign up for an account with CookUnity, you may provide Personal Information such as your name, email address, and mailing address. You can review and change this Personal Information by logging into your account on the Website and visiting your account profile page. Please note that under certain circumstances, we cannot delete your Personal Information without deleting your account.

### **Managing SMS Messages**

We will not sell or share your phone number, whether you've opted in to an SMS campaign, or your consent status. We may disclose this information with the third-party providers that help us provide our text messaging services such as platform providers and wireless carriers.

To stop receiving text messages from CookUnity, reply STOP to any of the text messages you receive from us. After texting STOP, you will receive one additional message confirming that

your request has been processed. More information about how we use text messages to communicate with you is available in our Terms and Conditions of Service.

## **Managing Promotional Emails**

You can opt-out of promotional communications sent via email by clicking the "unsubscribe" link that is included at the end of each email. Please note that even if you opt-out of promotional emails, we may still need to send you emails about your account and other transactional information. More information about how we use email to communicate with you is available in our Terms and Conditions of Service.

## **Direct Mail Opt-out**

You may request that we stop sending you postal mail by submitting a request to [support@cookunity.com](mailto:support@cookunity.com).

## **State-Specific Privacy Rights Information**

This section of the Policy is our Notice at Collection for California Residents in accordance with the California Consumer Privacy Act ("CCPA"), as well as requirements of other comprehensive U.S. state laws regarding consumer data privacy and protection.

This chart describes our Personal Information collection practices over the last 12 months:

| <b>Category of Personal Information Collected</b>   | <b>Source(s) of Collection</b>  | <b>Disclosed for Business Purposes?</b> |
|---|---|---|
| Identifiers (e.g., name and other contact details such as your email address, mailing address, phone number, IP address or account name).   | <ul style="list-style-type: none"><li>• Direct Interactions with Us</li><li>• Other Companies and People</li><li>• Publicly Available Sources</li><li>• Tracking Technologies</li></ul> | Yes - to vendors, partners, contractors |
| Personal Information described in California's Customer Records statute (Cal. Civ. Code § 1798.80(e)) (telephone number, bank account number, credit card number, debit card number, or any other financial information as well as the categories listed in "Identifiers" category above) | <ul style="list-style-type: none"><li>• Direct Interactions with Us</li></ul>   | Yes - to vendors, partners, contractors |

| <b>Category of Personal Information Collected</b>   | <b>Source(s) of Collection</b>   | <b>Disclosed for Business Purposes?</b> |
|---|--|---|
| Commercial Information (e.g., records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies with other companies) | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Tracking Technologies</li> </ul>                                       | Yes - to vendors, partners, contractors |
| Internet, Network Activity and User Interaction Information (e.g., browsing history, search history, and information regarding your interaction with the Website and App)                           | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Tracking Technologies</li> </ul>                                       | Yes - to vendors, partners, contractors |
| Geolocation Data (general and precise geolocation)  | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Other Companies and People</li> <li>• Tracking Technologies</li> </ul> | Yes - to vendors, partners, contractors |
| Audio, Electronic, Visual, or Similar Information (e.g. audio or video recordings)  | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> </ul>  | Yes - to vendors, partners, contractors |
| Professional or Employment-related Information (e.g. your occupation, professional affiliation, and educational history)  | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Other Companies and People</li> </ul>                                  | Yes - to vendors, partners, contractors |
| Inferences (e.g. about your preferences, interests, and purchasing tendencies)  | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Other Companies and People</li> <li>• Tracking Technologies</li> </ul> | Yes - to vendors, partners, contractors |
| Sensitive Personal Information (e.g. your CookUnity username and password, racial or ethnic origin, precise geolocation)  | <ul style="list-style-type: none"> <li>• Direct Interactions with Us</li> <li>• Other Companies and People</li> <li>• Tracking Technologies</li> </ul> | Yes - to vendors, partners, contractors |

We currently collect and have collected the above categories of Personal Information for the following business or commercial purposes:

- Measuring related to counting ad impressions to unique visitors, and verifying quality of ad impressions;
- Helping to ensure security and integrity of your Personal Information.
- Identifying and repairing errors that impair existing intended functionalities.
- Performing Services, including maintaining or servicing accounts, providing customer support, processing or fulfilling orders, transactions, and payments, and verifying customer information.
- Facilitating our business and operational purposes in relation to our Services.
- Undertaking internal research for technological development and demonstration.
- Undertaking activities to verify or maintain the quality or safety of our products and Services.
- Advancing our commercial or economic interests, including facilitating commercial transactions with our subscribers.
- Other business purposes for which we provide notice, including:
  - Complying with legal obligations, including prosecuting people responsible for fraudulent, malicious, deceptive or illegal activities.
  - Exercising our legal rights or defending claims filed against us.
  - Notifying consumers of Service-related issues.
  - Enforcing and notifying of our Terms and Conditions, this Privacy Policy, and other policies; and for records retention purposes.
- We may collect Sensitive Personal Information to create and serve personalized marketing campaigns that are tailored to consumers' interests. Consumers may have the right to limit our use or disclosure of Sensitive Personal Information for this purpose.

## **Exercising Your State-Specific Privacy Rights and Choices**

Depending on the applicable consumer data privacy laws and exceptions in your jurisdiction, you may have the ability to exercise certain rights with respect to your Personal Information, including:

- The Right to Access/Know what Personal Information We Have Collected.
- The Right to Know Third Party/Direct Marketing Disclosures.
- The Right to Correct Inaccurate Information.
- The Right to Request that We Delete Your Information.
- The Right to Data Portability.
- The Right to Non-Discrimination for the Exercise of Privacy Rights.
- The Right to Opt-Out of Sale or Sharing of Personal Information/Opt-Out of Targeted Advertising.
- The Right to Limit the Use of Your Sensitive Personal Information.
- The Right to Opt-Out of Profiling or Opt-In to Sensitive Personal Information Processing.
- Rights related to Automated Decision-Making.

If you would like to exercise any of these rights, please visit <https://preferences.cookunity.com> and submit your request, or by emailing us at [support@cookunity.com](mailto:support@cookunity.com). To protect you and your Personal Information, we may ask you to provide additional information to verify your identity before processing a request, where applicable. You may also submit a request to opt-out of the "sale" or "sharing" of your Personal Information by clicking the "Do Not Sell or Share My Personal Information" in the footer of the Website, then navigate to the cookies preferences section. From there, you can toggle the cookies settings to control your preferences.

## **Direct Marketing Disclosures**

If you are a California resident, in addition to the rights above, you have the right to request that we disclose information about any third parties to which we have disclosed personal information in the preceding calendar year. Specifically, you have the right to request:

- A list of the categories of certain personal information we disclosed to third parties for their direct marketing purposes in the preceding calendar year;
- The names and addresses of all the third parties that received certain personal information from us in the preceding calendar year.

You may send us a request by email at [support@cookunity.com](mailto:support@cookunity.com). Please include "California Privacy Rights Request" in the subject line of your email, and include your name, street address, city, state, and ZIP code. Note that we are only required to respond to one request per customer each year.

## California Online Privacy Protection Act Disclosure

We do not support "Do Not Track" ("DNT") signals. DNT is a preference you can set to inform websites that you do not want to be tracked. You can enable it by changing the settings in the Preferences or Settings page of your web browser. Our Site does honor GPC signals.

## **Notice of Financial Incentive**

We may offer you certain financial incentives as defined by state data privacy laws that can result in different prices for our products, such as offering coupons, discounts, promotions, other price reductions, or promotional offers for products and Services that relate to the collection of your Personal Information, or the Personal Information of someone else you think may be interested in our products and Services. Any financial incentive we offer will comply with state privacy laws, reasonably relate to the value of the Personal Information, and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time. Do not provide your Personal Information if you do not want to opt into these offers. If you wish to opt out of a promotional offer, please contact us at [support@cookunity.com](mailto:support@cookunity.com).

## **Data Retention**

Except as otherwise permitted or required by applicable law or regulation, we will only retain your Personal Information for as long as necessary to fulfill the purposes for which we collect it,

as required to satisfy any legal, accounting, or reporting obligations, or as necessary to resolve disputes. To determine the appropriate retention period for Personal Information, we consider applicable legal requirements, the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your Personal Information, and whether we can achieve those purposes through other means.

## **Information Security**

The security of your Personal Information is important to us. We maintain reasonable security measures that are proportionate to the volume and nature of the Personal Information we maintain.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for your CookUnity account, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

The transmission of information via the internet is not completely secure or error-free. Although we have implemented safeguards to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to our Website. Any transmission of Personal Information to CookUnity is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website.

## **Children**

We do not direct the Site to children under the age of 16 and we do not knowingly collect, use, store, or disclose the Personal Information of children under the age of 16 or minors as defined by local legal requirements. If we learn we have mistakenly or unintentionally collected or received Personal Information from a child without appropriate consent, we will delete it. If you believe we mistakenly or unintentionally collected any information from or about a child, please contact us at [support@cookunity.com](mailto:support@cookunity.com).

## **Changes to this Privacy Policy**

This Privacy Policy may be updated over time. We publish the "Last Updated" date at the top of the Policy to notify consumers when changes are made. We encourage you to check our Site periodically for updates.

## **Communicating with Us about Our Privacy Policy**

If you have questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

**Email:** [support@cookunity.com](mailto:support@cookunity.com).

If you need to access this Privacy Policy in an alternative format, please contact us at [support@cookunity.com](mailto:support@cookunity.com).