

Privacy Policy

Last Updated: 20 October 2026

Introduction

This Privacy Policy (or, the “Policy”) describes how CookUnity Inc. (“CookUnity,” “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 the Policy.

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

- Visit our websites including CookUnity.com and other websites that link to this Policy (collectively “Websites” or “Sites”).
- Use our mobile applications (the “App(s)").
- Become a subscriber or create an account with us.
- Place an order with us.
- Submit a form or other feedback to us.
- Visit our locations.
- Communicate with us by phone, text message, or through our Sites’ forms.
- Communicate with us through our Websites’ customer support and personalization interactive AI chat services.
- 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 business customers or vendors, such as delivery partners, and others who help us provide and market our products to you, or otherwise support our business operations.

Our online Services offer links to websites and services that are not operated by CookUnity, such as social media pages and hosted payment platforms. Please note that these 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 have control over the privacy practices of third-party 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 and Conditions of Service](#).

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 publicly available, de-identified, or aggregated. 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, cart identification number, social media handles, social media profile information, and online account information.
- **Business information**, including your job title, business name, address, telephone number, and email address.
- **CookUnity account information**, such as the username and password you use to create 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, 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 and that we collect and exchange through emails, text messages, our AI-powered chatbot services, forms, or other information that you send to us online.
- **AI chatbot and conversational data**, including the content of questions and messages you submit, as well as any health, dietary, or wellness information you provide when interacting with the chatbots.
- **Demographic information**, including race or ethnicity, age, date of birth, marital status, family composition, household income, and nutrition/fitness lifestyle preferences.
- **Promotional eligibility information**, such as educational enrollment or student status collected when you apply for a promotional program or discount that requires eligibility verification through a third-party verification service.
- **Audio and video recordings**, including audio recordings of calls with our customer experience and other support teams, video footage from cameras inside our SmartFridges to confirm order accuracy, and from security surveillance cameras to monitor activities at our locations.
- **Payment information**, including 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 and debit card purchases. When you provide your payment card information on our Websites or Apps, that information is stored with our third-party payment processor.
- **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 Apps may also collect general and/or precise geolocation information from your device.
- **Commercial information**, including your purchase details and history with us or other details about 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, company affiliation, job title, and education level.
- **Internet or electronic network activity**, such as browsing history, search history, user interaction information and other details about your interactions with our Sites, Apps, emails or advertisements, including information we capture through “session replay” technologies. This information may include data such as Uniform Resource Locators (URLs) of our Sites’ webpages, Services viewed or searched for, page response times, errors, length of visits to certain pages, and information about how the Sites are performing.
- **User interaction information**, such as webpages you were visiting when you came to our Sites and pages you went to when you left the Sites, pages browsed, items you looked at, hover over or click, information you type or enter into our online Services, interactions with advertisements and emails, including information provided in those ads or to those advertisers, information from other platforms where we interact with you including social media platforms, and information collected through cookies, pixels, beacons, and other website technologies. For more information about the website technologies our Sites use, please see the [Tracking Technologies](#) section below.
- **Information created or inferred based on other Personal Information**, such as information collected from your use of our products and Services and from other companies that we use to detect fraudulent behavior, and/or to infer your preferences about our products or Services 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, health, wellness, or dietary information you provide to our AI-powered chatbot features, and in some cases when you use our Apps, your precise geolocation.

How Do We Collect Personal Information about You?

We collect information about you in different ways. Specifically, we collect Personal Information: (1) when you voluntarily give us information by interacting directly with our Services (Direct Interactions with Us, our Sites and Apps); (2) automatically through the website technologies that are present on our Sites, Apps, emails, and other online Services (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, our Sites and Apps

You may give us information about yourself, including contact information, payment information, order information, feedback, or preferences when you interact with us online or in person, including when you:

- Register for, log into, or personalize your CookUnity account on the Sites or an App.
- Place an order with us.
- Receive a delivery from us.
- Express an interest in or otherwise engage with our products and Services.
- Complete surveys, provide ratings, reviews, or submit other feedback to us.
- Correspond with us by phone, email, text message, or the Sites’ forms and interactive AI-powered customer support and personalization chatbot services.
- Interact with us on social media or other online platforms.

- Subscribe to our emails.
- Participate in one of our promotions or offers.
- Report a problem with our Websites, App, or other Services.
- Visit our locations.

Tracking Technologies

When you interact with our Websites, Apps, email features, advertisements, or other online Services, the cookies, pixels, web beacons and other website technologies those Services use (collectively “tracking technologies”) collect information about your computer or other device used to access the Services such as device identifiers, as well as the internet or electronic network activity and user interaction information associated with the identifiers, as described above in the [What Personal Information Do We Collect?](#) section above.

Tracking technologies usually 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, email address, or other personal identifier when our systems correlate it with the Personal Information you provided directly to us or that we received from other sources.

We use the information that is automatically collected through tracking technologies for analytics purposes, and to maintain the security and functionality of our Site. We and our marketing partners also use tracking technologies to collect information about your activities over time and across other websites and online services. We and our marketing partners may combine information collected by tracking technologies with other information collected about you, including information separately collected by our marketing partners to serve you with targeted and personalized advertisements.

The tracking technologies we use may change over time. The kinds of tracking technologies we use include:

- Essential, 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 understand, improve, and research features and content included in the Services, including how users use the Services, and the content that users view most frequently.
- Location technologies (including your general location based on your IP address or your precise location through our Apps) to verify your delivery location, prevent fraud, restrict content based on your location, and provide Services personalized to you with location-relevant content.
- Security technologies for purposes such as detecting 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 technologies to determine whether you have opened, viewed, or otherwise interacted with the emails and advertisements we send to you.
- Marketing and targeted advertising technologies to provide you with personalized advertisements, communications, and other content about the Services and, in some cases, other parties’ products

and services. For example, we use third-party vendors to improve our ability to identify visitors to our Websites. As part of this service, we may make available identifiers to these vendors including our visitors' IP addresses, cookies, and hashed 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.

Our Websites also use "session replay" technologies, including HotJar, MixPanel, and Datadog. Session replay technologies utilize code to record users' interactions with our Sites. 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 Sites. 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 Websites may not work properly.

Other Companies and People

We collect some Personal Information about you from external sources, including our advertising and social media partners, data brokers, business customers, 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 your name, email address, social media handle, language preference, and profile picture.

We also collect Personal Information from our third-party 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 may use Personal Information that is collected from other companies and people, including third party partners and data brokers, to supplement other Personal Information we have collected from and about you to maintain your customer profile, direct targeted advertisements to you, and provide you with personalized communications and other content we think you may be interested in. Some uses of this information may constitute "selling" or "sharing" of Personal Information with third parties as those terms are defined by U.S. state privacy law.

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, 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.

Why Do We Collect Your Personal Information?

We collect Personal Information for the following business and commercial purposes:

- To fulfill the purpose for which you or a business customer 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 profile and product preferences, process your payments, deliver your orders, and save your information for future orders.

- To develop, support, and personalize our Sites, Apps, products, and Services.
- To secure your account with us.
- To process your purchases, payments, requests, and prevent transactional fraud.
- To verify your eligibility for promotional programs, discounts, or offers, including by sharing your email address with third-party verification services and matching it against your CookUnity account.
- To provide you with support and to respond to your inquiries, including through AI-enabled interactive chat features offered on our Websites. 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 operate and personalize our AI-powered chatbot features, including by retaining conversational data to provide more relevant meal and product recommendations. When you voluntarily share health or medical information through chatbot interactions, we use that information solely to provide and improve our customer services by personalizing your experience. California residents may limit our use and disclosure of such health-related Sensitive Personal Information by submitting a request at our [Privacy Rights Center](#). Residents of Washington, Nevada, Colorado, Virginia, Connecticut, Delaware, Indiana, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, and Oregon will be presented with a consent prompt and asked to provide opt-in consent before we collect, use, or retain any health-related Sensitive Personal Information you share through the chatbot.
- To personalize your Website experience and deliver content relevant to your interests, including targeted offers and advertisements through our Websites, third-party sites, social media platforms, and via email, direct mail, or text message.
- To maintain the safety, security, and integrity of our Sites, App, products and Services, technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Websites, Apps, 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.
- 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 about which we notify you or as permitted or required by law.

Disclosures of Personal Information

We may disclose your Personal Information to:

- Vendors who perform functions that support our Services, such as:
 - Order processing and fulfillment

- Payment processing
- Shipping and delivery
- Customer service, including our Website chat features and our text messaging functions
- Business consulting
- Marketing and advertising, including through email, on social media, and by direct mail
- Research and analytics
- Breach and fraud detection, security, prevention, and response
- Website and App development
- Identity and eligibility verification providers (e.g., SheerID)
- Other people, such as when you direct an authorized representative to act on your behalf when submitting a Personal Information rights request.
- 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.
- Partners who provide Services 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 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 about which we provide notice when collecting your information.
- With your consent.

We may also disclose your Personal Information to external recipients such as:

- 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 consumers with the following choices to manage their information with us. The next section, State-Specific Privacy Rights Information, applies additionally to consumers who reside in U.S. states where consumer privacy legislation is effective.

Managing Your Account

When you sign up for an account with us, we collect Personal Information such as your name, email address, telephone number, delivery address, and meal preferences. You can review, change, and delete this Personal Information by logging into your account on the Websites or Apps and visiting your account profile. Please note that we require some of your Personal Information to provide Services to you such as your email address, delivery address, phone number, and method of payment, and will not be able to provide those Services if you delete it.

Managing Text (SMS) Messages

If you opt into receiving SMS communications from CookUnity, we will not sell or share your phone number, opt-in to an SMS campaign or your consent status, nor will we disclose it to any third party for purposes other than providing the messaging. For example, we may disclose this information to 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. For more information about how we use text messages to communicate with you, see our [Terms and Conditions of Service](#).

Managing Promotional Emails

You can opt-out of promotional emails by clicking the “unsubscribe” link that is included at the bottom 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.

Notice at Collection and 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”) and with certain 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:

Category of Personal Information Collected	Disclosed to Service Providers or Contractors?	Sold to or Shared with Third Parties?
Identifiers (e.g., name and other contact details such as your email address,	Yes	Yes - to marketing and advertising partners

<i>mailing address, phone number, IP address, date of birth, or account name)</i>		
<u>Personal Information described in California’s Customer Records statute</u> (Cal. Civ. Code § 1798.80(e)) <i>(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)</i>	Yes	Yes - to marketing and advertising partners
<u>Commercial Information</u> (e.g., records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies with other companies)	Yes	Yes - to marketing and advertising partners
<u>Internet or Network Activity and User Interaction Information</u> (e.g., browsing history, search history, and information regarding your interaction with the Websites, Apps and related online Services)	Yes	Yes - to marketing and advertising partners
<u>Geolocation Data</u> (general and precise geolocation)	Yes	Yes - to marketing and advertising partners
<u>Audio, Electronic, Visual, or Similar Information</u> (e.g. audio or video recordings)	Yes	Yes - to marketing and advertising partners
<u>Professional or Employment-related Information</u> (e.g. your occupation, professional affiliation, and educational history)	Yes	Yes - to marketing and advertising partners
<u>Inferences</u> (e.g. about your preferences, interests, and purchasing tendencies)	Yes	Yes - to marketing and advertising partners
<u>Sensitive Personal Information</u> (e.g. your CookUnity username and password, health information, racial or ethnic origin, precise geolocation)	Yes	Yes - to marketing and advertising partners

We have collected the above categories of Personal Information for the following business or commercial purposes over the last 12 months:

- Performing Services, including maintaining or servicing accounts, providing customer support, processing or fulfilling orders, transactions, and payments, and verifying eligibility for certain Services.
- Internal business and operational purposes that support our Services, including verifying and maintaining the quality and safety of our Services, and identifying and repairing errors that impair the functionality of our Services.
- Advertising our Services, including measuring the number of times an advertisement is shown to Website visitors, and verifying the quality of those advertisement impressions;
- Protecting the security, privacy, and integrity of your Personal Information.
- Other internal business purposes 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 customers of Service-related issues.
 - Enforcing and notifying of our Terms and Conditions of Service, this Privacy Policy, other policies and contracts, and for records retention purposes.
- We may collect and use some types of the Sensitive Personal Information we collect 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 as described in the next section.

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. Conversational data from our AI-powered chatbot features is retained for a period consistent with our document retention policy and applicable legal requirements.

[Exercising Your State-Specific Privacy Rights and Choices](#)

Depending on the applicable consumer 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 Know what Personal Information We Have Collected.*
- The Right to Request that We Delete Your Personal Information.*
- The Right to Correct Inaccurate Personal Information.*
- The Right to Access Personal Information in a Portable Format (Data Portability).*
- 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/Object to Processing.*

- The Right to Know Third Party Personal Information Sales and/or Disclosures.
- The Right to Non-Discrimination for the Exercise of Privacy Rights.*
- Right to Appeal Denial of Your Request.*

An asterisk (*) identifies rights that are available to Colorado residents. If you would like to exercise your rights, you or your authorized agent may do so [here](#). You may also exercise your Rights to Know, Data Portability, Request Deletion, Correct Inaccurate Information, or Appeal by calling our dedicated toll-free number: (833) 756-6263.

You may also submit a request to opt-out of the online and offline “sale” or “sharing” of your Personal Information, also referred to as a request to opt-out of targeted advertising, or to limit our use of your Sensitive Personal Information, by clicking “[Your Privacy Choices](#)”, which is also present as a link in the footer of the Websites. This will direct you to our Privacy Request Center where you may submit certain privacy rights requests depending on the rights provided to you under relevant state law. In the Privacy Request Center, you may also manually update your state of residence for purposes of submitting requests. Where available, you can manage preferences related to online tracking and sharing through the cookie and preference settings provided on our Websites.

Additionally, our Websites honor the user-enabled opt-out preference signal Global Privacy Control (“GPC”), which has been recognized by the Colorado Attorney General as a “universal opt-out mechanism” for purposes of the Colorado Privacy Act. When you have enabled this opt-out preference signal on browsers that support it, our Websites will respond by opting you out of online Personal Information “sales” and “sharing” by disabling the targeted advertising cookies present on our Sites for that browser and the device you are using. If you wish to opt-out of online and offline Personal Information “sales” and “sharing,” please click [Your Privacy Choices](#).

You can learn more about how to enable GPC [here](#). Please note that GPC is not available on all browsers, only applies to the browsers and devices on which you enable it, and that you should enable it across browsers and devices you use. You can allow our Websites to “ignore” your opt-out preference signal choices in our [Cookie Preference Center](#).

To protect you and your Personal Information and depending on the type of request you make, we may need to ask you for additional information to verify your identity before processing a request, where applicable. For example, if you submit certain requests through our webform, you will be asked to enter your email address. After you submit your request, you will receive an email at the address you provided to authenticate your identity and request. Some requests may also be subject to an additional layer of verification through text message. You may have the right to submit a request to exercise your rights through an authorized agent, in which case your agent will be required to present signed written permission to act on your behalf. You may also be required to independently verify your identity with us and confirm that you have provided authorization to the agent.

[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 certain personally identifiable information in the preceding calendar year. Specifically, you have the right to request:

- A list of the categories of certain personally identifiable 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 personally identifiable information from us in the preceding calendar year.

You may send us a request to us by email at 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, and we may respond in standardized format that is not specific to you.

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 Sites do honor GPC signals.

Notice of Financial Incentive (California Residents) / Bona Fide Loyalty Program (Colorado Residents)

We may offer promotions that may be considered financial incentives or loyalty programs as defined by state consumer privacy laws that can result in different prices for our Services or Service premium features, such as offering vouchers, discounts, premium features, or promotional offers for Services that involve the collection of Personal Information. You can find more information about the terms of our current offers [here](#).

You may opt-into an offer by providing the Personal Information that is requested in connection with the offer, which is generally zip code and/or email address. Other Personal Information may be collected when you redeem your offer for the purpose of establishing your subscription account with us as described in the [Collection of Personal Information](#) section above. Personal Information that is collected to participate in an offer may be disclosed, sold or shared with our marketing partners, and/or processed for targeted advertising purposes as those terms are defined by state consumer privacy laws and as described in the [Notice at Collection / State-Specific Privacy Rights](#) section above.

Any price or Service difference we offer reasonably relates to the value provided to CookUnity by the Personal Information that is collected, by helping us tailor our advertisements and Services to interested audiences. Do not provide your Personal Information if you do not want to opt into these offers. Your participation in an offer is voluntary, and you may withdraw at any time. If you wish to opt out of a promotional offer, please contact us at support@cookunity.com.

Consumer Health Data Privacy Policy

This section supplements the other provisions of this Policy and describes our collection, use, disclosure, and other processing of Consumer Health Data under the Washington My Health My Data Act and other similar state laws. It also provides information about the rights consumers may have under these laws, and instructions for exercising those rights.

What Consumer Health Data Do We Collect?

For purposes of this section, Consumer Health Data means information that is linked or reasonably linkable to a consumer and that identifies their past, present, or future health status. The categories of Consumer Health Data we collect vary depending on what information you choose to provide us, but generally include:

- Individual health conditions, status, diagnoses, or diseases.
- Health-related testing, interventions, surgeries, procedures, or other treatment.

- Use of medications.
- Bodily functions, vital signs, symptoms, or measurements.

How Do We Collect Consumer Health Data About You?

We may collect Consumer Health Data directly from you, including when you:

- Select meal preferences in your account profile.
- Use our AI-powered Concierge chatbot for personalized meal recommendations.

Why Do We Collect Your Consumer Health Data and How Do We Use It?

We collect and use Consumer Health Data to provide, maintain, and improve our Services and support our business operations. Depending on the Services you use and the information you choose to provide, we may use Consumer Health Data for the following purposes:

- To personalize your experience, including recommendations or preferences for ingredients, foods, or meals which you may prefer.

Disclosures of Your Consumer Health Data

We may disclose Consumer Health Data to vendors that process this data on our behalf to assist us with our business operations, including vendors that provide data storage, hosting, and related technology services.

Consumer Health Data Rights

Depending on the applicable Consumer Health Data laws in your jurisdiction, you may have the ability to exercise certain rights with respect to your Consumer Health Data, including:

- The Right to Confirm whether we Collect, Share, or Sell Consumer Health Data.
- The Right to Access Consumer Health Data.
- The Right to Know Third Party and Affiliate Consumer Health Data Sales and Sharing.
- The Right to Delete Consumer Health Data.
- The Right to Withdraw Consent of Collection and Sharing of Consumer Health Data/Object to Processing.
- Right to Appeal Denial of Your Request.

If you would like to exercise your rights, you may do so [here](#). To protect you and your Consumer Health Data and depending on the type of request you make, we may need to ask you for additional information to verify your identity before processing a request. For example, if you submit a request through our Privacy Request Center, you will be asked to enter your email address. After you submit your request, you will receive an email at the address you provided to authenticate your identity and request. You may appeal our denial of a request by email at support@cookunity.com.

Information Security

We maintain reasonable security measures that are proportionate to the volume and nature of the Personal Information we maintain. However, 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 Websites or Apps. 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 Websites.

Children's Privacy

We do not direct the Sites or Apps to consumers under the age of 16 and we do not knowingly collect, use, store, sell, share, or otherwise disclose the Personal Information of consumers under the age of 16. If we learn we have unintentionally collected or received Personal Information from or about someone under the age of 16 without appropriate consent, we will delete it. If you believe we have unintentionally collected any information from or about a child, please contact us at 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 Sites and Apps 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

Mailing Address:

630 Flushing Ave. 3rd floor
Brooklyn, New York, 11206

If you need to access this Privacy Policy in an alternative format, please contact us at support@cookunity.com.