

## **The Real Foods Company Online Privacy & Security Policy**

This Privacy Policy lets you know how we collect, use, share, and protect information about you. By interacting with The Real Food Company through our store, website, and any other Real Food Company affiliate websites where you may interact with Real Foods, you consent to the practices described in this Privacy Policy. Any changes in our Privacy Policy will appear on this page so that you are aware of the data we collect and how we use it. For California residents, there is an "Information for California Consumers" section in this Privacy Policy. If you have questions about which policy applies to the information you have submitted, please do not hesitate to Contact us at 4156737420 or visit our website at [www.realfoodco.com](http://www.realfoodco.com).

### **Our Privacy Program**

At Real Foods, we are committed to maintaining our customers' privacy. We take great care to safeguard the information that we collect to maintain our customers' privacy. We have provided this Privacy Policy to you to describe information collection and use practices at Real Foods. This Privacy Policy describes the choices you can make about the way your information is collected and used.

### **Information We Collect**

We want you to understand how information you provide to us is collected and used. When you interact with Real Foods or use our services, we collect certain information about you and the services you use. An example of using our "services" would be when you visit our store or website. We may collect and store information from you in the following situations:

Information you provide to us directly, including when you:

- Make an in-store purchase, or other transaction with us;
- Participate in our loyalty program, Real Foods Real Rewards;

- Participate in a contest, sweepstake, promotion, or survey;
- Correspond directly with us, such as through our website, postal mail, customer service, or dispute resolution mechanisms; or
- Post a review or comment on our website, or post other user-generated content on our website.

Information we collect when you use our services, including:

#### Device Information

- We may collect device-specific information when you visit our websites or use our mobile applications or services. This includes information such as Internet Protocol (IP) address, hardware model, operating system, unique device identifiers, mobile network information, location data such as zip code, the address of referring websites, the path you take through our websites, and other information about your session on our websites. We may also associate the information we collect from your different devices, which helps us provide consistent services across your devices.

#### Log Information

- This includes details of how you used our websites or mobile applications including clicks and page information such as the address (or URL) of the website or mobile application you came from before visiting our website or mobile application, which pages you visit on our website or mobile application, which browser you used to view our website or mobile application, and any search terms entered.
- Other information from your interaction with our website, services, content and advertising, including computer and connection information, statistics on page views, traffic to and from the websites, ad data and other standard weblog information.

#### In-Store Cameras

- We use in-store cameras for security purposes.

#### Cookies, Web Beacons and Similar Technologies

- "Cookies" are small data files that are sent from a website's server and are stored on your device's hard drive either for only the duration of your visit ("session cookies") or for a fixed period of time ("persistent cookies"). Cookies may store user preferences and other types of information. We use cookies to provide features and services, such as:

- Remembering your preferences and allowing you to enter your username less frequently;
  - Presenting information that's targeted to your interests, including Real Foods content presented on another website;
  - Measuring the effectiveness of our websites, services, content and advertising;
  - Providing other services and features that are available only through the use of cookies.
- The Options/Settings section of most internet browsers will tell you how to manage cookies and other technologies that may be transferred to your device, including how to disable these technologies. You can disable our cookies or all cookies through your browser setting, but please note that disabling cookies may impact some of our website's features and prevent the website from operating properly.

## **How We Use Your Information**

Our primary purpose in collecting information is to provide you with a safe, smooth, efficient, and customized experience. We may use your information in a variety of ways, including for the following purposes:

### Product and Service Fulfillment

- We use your contact information to respond to your inquiries, fulfill your requests and improve your experience.

### Our Marketing Purposes

- We use your information to deliver coupons, mobile coupons, newsletters, emails, mobile messages, and social media notifications about our brands, products, events or other promotional purposes. We normally send out one communication per month by email, but no more than four emails per month.
- We use your information for reporting and analysis purposes. We examine metrics such as how you are shopping on our website, and in our store, the performance of our marketing efforts, and your response to those marketing efforts.

- We use your information to administer promotions and surveys.
- We use your information to improve your experiences when you interact with us.

#### Internal Operations

- We use your information to improve the effectiveness of our services, conduct research and analysis, or to perform other business activities as needed.

#### Prevention of Fraud and other Harm

- We use your information to detect, prevent or investigate potential security breaches, fraudulent transactions and monitor against theft.

#### Legal Compliance and As Necessary or Appropriate Under Applicable Law

- We may use your information as necessary or appropriate under applicable law, to comply with legal process, to respond to such requests from public and government authorities (including law enforcement), to enforce our terms and conditions, including investigations of potential violations, to detect, prevent or otherwise address fraud, security or technical issues, to protect our rights, privacy, safety or property, and to allow us to pursue available remedies to limit the damages that we may sustain. In matters involving claims of personal or public safety or in litigation where the data is pertinent, we may use personal information without your consent or court process.

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### **How We Share Your Information:**

We do not directly sell, rent, or loan your personally identifiable information to any third parties.

We will share your information with companies, organizations and individuals outside of Real Foods as described in this Privacy Policy:

#### Internal

- We may share your information with our tech company or affiliates, including but not limited to, Shammam Consulting LLC.

#### Third Parties

- We may share your information with affiliated and unaffiliated companies that perform tasks on our behalf related to our business. Such tasks include analyzing website usage data, customer service, electronic and postal mail service, and social and other media services.
- We may work with other companies who place cookies, tags, and web beacons on our websites. These companies help operate our websites and provide you with additional products and services.
- Social Media: Our online services may use social media plugins (e.g., the Facebook "Like" button, "Share to Twitter" button) to enable you to easily interact with certain social media websites (e.g., Facebook, Twitter, Instagram) and share information with others. When you visit our services, the operators of the available social media plugins can place a cookie on your device enabling such operators to recognize individuals who have previously visited our services. If you are logged in to these social media websites while visiting our services, the social media plugins allow the relevant social media websites to receive information that you have visited our services or other information. The social media plugins also allow the applicable social media websites to share information about your activities on our services with other users of the social media website. We do not control any of the content from the social media plugins. We may also interact with you on social media platforms. If you contact us on one of our social media platforms, request services, or otherwise communicate directly with us on social media, we may contact you to interact with you. For more information about social media advertising and social media plugins from other social media websites, please refer to those websites' privacy and data sharing statements.

#### Required by Law or Helps Us Protect Our Interests

- We will disclose your information as necessary or appropriate under applicable law, to comply with legal process, to respond to such requests from public and government authorities, to enforce our terms and conditions, including investigations of potential violations, to detect, prevent or otherwise address fraud, security or technical issues, to protect our rights, privacy, safety or property, and to allow us to pursue available remedies to limit the damages that we may sustain. In matters involving claims of personal or public safety or in litigation where the data is pertinent, we may use or disclose personal information without your consent or court process.

#### Business Transactions

- As we continue to develop our business, we might sell or buy stores or assets, or engage in mergers, acquisitions or sale of company assets. Personal information may be disclosed in connection with the evaluation of and entry into such transactions, or in the course of providing transition of services to another entity as permitted by law. In such transactions, customer information generally is one of the transferred business assets. Additionally, in the event that Real Foods or substantially all of its assets are acquired, customer information will likely be one of the transferred assets as is permissible under law.

#### Non-identifiable or Aggregate information with Third Parties

- We may share non-identifiable or aggregate information with third parties for lawful purposes.

#### With Your Consent

- At your direction or request, or when you otherwise consent, we may share your information.

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## **Your Choices**

By interacting with The Real Food Company as described herein, you consent to the practices described in this Privacy Policy. However, we want you to know that you do have certain choices with regard to how your information is collected and used.

#### Email and Mobile Communications

- You may choose to stop receiving email and mobile marketing communications by using the unsubscribe link at the bottom of any marketing email, by calling 4156737420, or emailing Ryan at ryan@realfoodco.com

#### Minors

- If you are under 18 years old and a registered user, you can request that we remove content or information that you have posted to our website or other online services. Note that fulfillment of the request may not ensure complete or comprehensive removal (e.g., if the content or information has been reposted by another user). To

request removal of content or information, please contact us at 4156737420 or email Ryan at [Ryan@realfoodco.com](mailto:Ryan@realfoodco.com)

### Accessing and Updating Your Personally Identifiable Information

- You can review and update any of the information you have given us by Ryan at [Ryan@realfoodco.com](mailto:Ryan@realfoodco.com) or calling 4156737420.

### Links to Third-Party Websites

- Our services may contain links to, or otherwise make available, social media websites and other third-party services, websites and mobile applications that are operated and controlled by third parties. We do not take responsibility for the content or the privacy practices employed by other websites. Unless otherwise stated, any Information you provide to any such third-party website will be collected by that party and not by Real Foods, and will be subject to that party's privacy policy (if any), rather than this Privacy Policy. In such a situation, we will have no control over, and shall not be responsible for, that party's use of the Information you provide to them.
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## **How We Protect Your Information**

### Security Measures

- The Real Food Company recognizes the importance of maintaining the security of your information. We use reasonable security measures, including administrative, technical, and physical safeguards.

### Email Security

- "Phishing" is a common email scam where your email address is used to contact you and ask for personally identifiable or sensitive information. Always be cautious when opening links or attachments from unsolicited third parties. Also know that Real Foods will not send you emails asking for your credit card number, social security number or other personally identifiable information. If you are ever asked for this information, you can be confident it is not from The Real Food Company.

### Children's Personal Information

- We recognize the importance of protecting children's online privacy. Our website is intended for a general audience and is not directed to children. We do not knowingly collect personal information online from children under the age of 13.

## **Information for California Consumers**

If you reside in California, we are required to provide additional information to you about how we collect, use and disclose your information that may be considered "Personal Information" under California Law ("CA Personal Information"), and you may have additional rights with regard to how we use and disclose your CA Personal Information. We have included this California-specific information below.

- **Collection.** Consistent with the "Information We Collect" section above, we collect certain categories and specific pieces of CA Personal Information about individuals who reside in California. Specifically, we may collect the following types of categories of CA Personal Information and have listed some representative data elements in each category:
  - Identifiers: such as name, address, telephone number, email address, age, date of birth, online identifiers, IP address;
  - Characteristics of protected classifications under California or Federal Law such as sex, gender, age (40 or older);
  - Commercial information: such as products or services purchased, obtained or considered, other purchasing or consuming histories or tendencies, payment information, health and medical information, health insurance information, Real Foods Real Rewards participation information;
  - Internet or other electronic network activity information: such as computer and connection information, statistics on page views, traffic to and from the websites, ad data and other standard weblog information;
  - Visual, or similar information: such as photographs you share, in-store security video; and
  - Inferences drawn from other personal information: such as consumer preferences, characteristics, predispositions, and behavior.
- **Sources.** We may collect certain categories of CA Personal Information from you and third parties as described in the "Information We Collect" section above. The



categories of sources from whom we may collect CA Personal Information include the following:

- In our store (parent, subsidiary and affiliate brands)
  - On our website (parent, subsidiary and affiliate brands)
  - Through participation in Real Foods Real Rewards programs
  - Data Suppliers (e.g., companies that provide demographics and other information regarding consumers)
  - Joint marketing partners
  - Online advertising networks
  - Social media companies
  - Other service providers
  - Survey providers
- Purposes. We collect CA Personal Information for the business and commercial purposes described in the "How We Use Your Information" section above. We also share and/or disclose CA Personal Information as follows:  
Sharing your CA Personal Information for business purposes: As described above in the "How We Share Your Information" section, we may share the following categories of CA Personal Information with third parties who are considered "service providers" as defined under California law since we disclose CA Personal Information to them for our business purposes. We also list representative data elements for each of these categories of CA Personal Information:
    - Identifiers: such as name, address, telephone number, email address, age, date of birth, username and password for our websites, online identifiers, IP address;
    - Characteristics of protected classifications under California or Federal Law: such as sex, gender, age (40 or older);
    - Commercial information: such as products or services purchased, obtained or considered, other purchasing or consuming histories or tendencies, payment information, health and medical information, health insurance information, and Real Foods Real Rewards participation information;
    - Internet or other electronic network activity information: such as computer and connection information, statistics on page views,

traffic to and from the websites, ad data and other standard weblog information;

- Audio, visual, or similar information: such as photographs you share, in-store security video, customer service audio recordings; and
  - Inferences drawn from other personal information: such as consumer preferences, characteristics, predispositions, and behavior.
- As described above, examples of business purposes include product and service fulfillment, internal operations, prevention of fraud and other harm, and legal compliance.

The categories of third party service providers to which we may share the above described categories include Payment Processing Companies, Data Analytics Providers, Fraud Prevention Providers, Cloud Storage Providers, IT Service Providers, Professional Service Providers, Delivery Partners, and Marketing Companies.

Sharing CA Personal Information with third parties: As described above in the "How We Share Your Information" section, we may share the following categories of CA Personal Information with third parties who are considered "third parties" as defined under California law since we disclose CA Personal Information to them which they may use for secondary purposes. Our disclosure of CA Personal Information to the third parties who use the information for secondary purposes may constitute a "sale" of CA Personal Information as defined under California law. You may stop our potential disclosure of your CA Personal Information to these entities for their use for secondary purposes by opting-out of the sale of your CA Personal Information as described in the California Consumer Rights section below. We also list representative data elements for each of these categories of CA Personal Information:

- Identifiers: such as online identifiers, IP address;
- Commercial information: such as products or services purchased, obtained or considered, other purchasing or consuming histories or tendencies;
- Internet or other electronic network activity information: such as computer and connection information, statistics on page views, traffic to and from the websites, ad data and other standard weblog information;
- Inferences drawn from other personal information: such as consumer preferences, characteristics, predispositions, and behavior.

- The categories of third parties to which we may sell the above described categories of CA Personal Information include online Advertising Networks, Marketing Companies and Social Media Companies.
  - Notice of Financial Incentive. We may provide price discounts, coupons, services and other perks for members of our loyalty programs such as Real Foods Real Rewards. Through these offerings, consumers may provide us with any or all of the categories of CA Personal Information set out above in the "Collection" section depending on how they choose to interact with us when and after they opt-in to our programs. There is no obligation to opt-in and consumers may opt-out at any time. The details of each program are contained in the program offering. Real Foods Real Rewards terms and conditions can be found at [www.realfoodco.com/rewards](http://www.realfoodco.com/rewards). We offer these programs, among other things, to enhance our relationship with you so you can enjoy more of our products/services at a lower price. We invest heavily in our marketing and brand, in part, so we can provide programs to our customers. Consumer data is more valuable to our business when it is combined with a sufficient amount of other consumer data and after it is enhanced by our efforts described in this Privacy Policy. The value to our business of any individual consumer's data is dependent on a number of factors, including, for example, whether and to what extent you take advantage of any offerings, whether and to what extent you opt out of any offerings, and whether we are able to enhance the data through our efforts described in this Privacy Policy. We do not calculate the value of consumer data in our accounting statements. We make this good faith estimate for California residents. To the extent we create overall value from our programs to our business that could be directly or reasonably related to the value of customer data, the method for calculating the value would include: (1) costs related to maintaining the program including but not limited to IT infrastructure, delivery of offers, and skilled marketing teams with the appropriate knowledge to enhance customer data; (2) whether the sales generated by the program exceeds the cost to us of offering the program including value of discounts to customer; and 3) value of the insights we are able to create based upon aggregate data.
- California Consumer Rights. Subject to certain exceptions, as a California resident, you have the right to: (i) request access to your CA Personal Information (including information regarding the sharing of your CA Personal Information); (ii) request deletion of your CA Personal Information; and (iii) opt out of the sale of your CA Personal Information.

- Exercising California Consumer Rights. Should you wish to request the exercise of your rights as detailed above with regard to your CA Personal Information, we will not discriminate against you by offering you different pricing or products or services, or by providing you with a different level or quality of products or services, based solely upon this request. You may receive a different level or quality of goods or services as permitted by California law in connection with programs such as Real Foods Real Rewards if you exercise your right to request deletion of your CA Personal Information. To the extent you provide CA Personal Information in connection with programs such as Real Foods Real Rewards, additional information about the terms applicable to those programs, including our use of CA Personal Information in exchange for the applicable financial incentives, can be found in the terms and conditions for those programs and in the Notice of Financial Incentive section above.
- You or your authorized agent may submit a request to exercise your California Consumer Rights by using one of the following specifically designated methods:
  - Email:
    - Email Ryan at [ryan@realfoodco.com](mailto:ryan@realfoodco.com)
  - Or Contacting our store at 415-673-7420
- After you submit a request to exercise a California Consumer Right as described above, you will receive a final email or phone call confirming your opt-out or deletion of information.
- Additionally, California law requires California residents under the age of 16 to opt-in to the sale of CA Personal Information. We have protections in place to prevent the sale of, and do not intend to and have no actual knowledge that we sell the CA Personal Information of California residents under the age of 16. As a result, certain programs and services may be unavailable to California residents under the age of 16.