

# DATA PRIVACY NOTICE

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This is the Data Privacy Notice ("Privacy Notice") of Yogurtland Franchising, Inc. and its affiliate and subsidiary entities ("Egg N Bird" or the "Company"). We maintain a website and applications (the "sites") to provide our products to you. These sites may ask for and collect your personal information in order to provide you with our products, enhance your experience, and provide you with other relevant information about our offerings. This Privacy Notice applies to activities the Company engages in on its sites and activities that are offline or unrelated to its sites. We are providing this notice to explain our information practices and the choices you can make about the way your information is collected and used.

This Privacy Notice sets forth the principles that govern our treatment of personal information. We expect all of our employees and those with whom we share personal information to adhere to this Privacy Notice.

The Company is committed to protecting the information that our customers, employees, suppliers, and others have entrusted to us.

This Privacy Notice applies to all personal information collected by the Company, relating to all customers, employees, suppliers, and others who do business with us.

## PERSONAL INFORMATION WE COLLECT AND USE

### Personal Information You Provide

We only collect personal information that you provide to us, or that we are authorized to obtain by you or by law. The types of personal information we collect from you will depend on how you are interacting with us using our sites and products. For example, we may collect different information from you when you purchase products at an Egg N Bird location, or if you register for a Rewards program or ask us a question. Depending on how you interact with our sites, we may have collected the following categories of personal information from you within the past 12 months:

- [When you give feedback or ask questions](#): We may collect your name and feedback from you directly or from social media;
- [When you place an order or participate in a promotion](#): We may collect your name; payment card number, expiration date, and CVV from you;
- [When you place a remote order](#): We may collect your name and order information from third party service providers chosen by you (e.g., Doordash, Uber Eats, GrubHub) as needed to fulfill your order;
- [When you enroll in and use Rewards](#): We may collect your name; date of birth; Rewards number; address; phone number; email address; purchase history information; payment card number, expiration date, and CVV from you;

- If you ask us to send you marketing information and special offers: We may collect your name; date of birth; email address; and phone number from you;
- When you partner with the Company for fundraising activities: We may collect your name; the name of your organization; tax ID; mailing address; phone number; and email address from you;
- To operate, evaluate, and improve our business, including improving and personalizing the experience for you and others;
- Using Data Analytics to audit, research, and conduct analysis in order to maintain and improve our products and to protect people who use our sites;
- For safety and security, by making sure third parties protect your information, monitoring the technical functioning and security of our network;
- For legal and compliance, including complying with applicable laws, regulations, and legal obligations; and
- To protect the rights or property of the Company, its employees, and people who use its sites.

We do not sell or disclose any personal information from individuals under 18 years of age to third parties.

#### HOW WE MAY USE YOUR INFORMATION

**Your privacy is important to us. We collect and use information we need to do our business, including providing you with the products and experiences you expect from us. When we collect and use your information, we take your privacy and security very seriously.**

We collect personal information to provide products and benefits to you. We will use the information provided by you or on your behalf to provide our products, such as our in-store products and Rewards benefits. Specifically, we have used your personal information for the following purposes within the twelve (12) months preceding the date of this Notice:

Category	Types of Information Collected	Purpose for Collection
A. Identifiers.	Real name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers.	Feedback Orders Rewards Marketing Fundraising
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	Name, address, telephone number, credit card number, debit card number, or any other payment information.  Some personal information included in this category may overlap with other categories.	Feedback Orders Rewards Marketing Fundraising

Category	Types of Information Collected	Purpose for Collection
C. Protected classification characteristics under California or federal law.	Age, date of birth.	Rewards
D. Internet or other similar network activity.	Internet Protocol (IP) address, network location, time/date stamp, referring site details, browser type, referring/exit pages, operating system, and/or clickstream data	Rewards Marketing Analytics Safety/Security

#### COOKIES AND SIMILAR TECHNOLOGIES

A "cookie" is a small text file that websites send to your computer or device other Internet-connected device to identify your browser or to store information or settings in the browser. A "web beacon", also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server.

Our sites use cookies, web beacons, java scripts, and similar technologies to automatically collect certain information about your activity relating to your visit to our sites. These technologies collect your Internet Protocol (IP) address, network location, time/date stamp, referring site details, browser type, referring/exit pages, operating system, and/or clickstream data. We use this data to analyze trends, administer our sites, track users' movements through our sites, and gather demographic information about our guests as a whole. We may receive reports based on these technologies on an aggregated basis.

#### Behavioral Tracking/Third Party Cookies

We use third-party analytics services on our sites, including Google Analytics. To learn more about Google Analytics, visit: <https://policies.google.com/technologies/partner-sites>.

Your Internet browser may let you restrict or disable certain types of cookies. Without cookies, you may not be able to use all of the options on our sites.

Some web browsers allow you to turn on Do Not Track ("DNT"), which sends signals to websites you visit, telling those sites that you do not want your online activities to be tracked. Our sites currently are not designed to respond to DNT signals received from web browsers.

We may also use JavaScript to help our sites, especially pictures, function better. You can turn JavaScript on or off in your browser functions, but if you turn it off, you may not be able to use all of the options on our sites.

Sometimes we use technology to collect the information that your browser uses to auto-fill. We use this to tell you if there is a mistake in registration or if the registration cannot be submitted. You can stop this technology by turning it off in your browser, and you will still be able to use all of the options on our sites.

#### HOW WE SHARE PERSONAL INFORMATION

We may share information about you to third parties as indicated below:

*Affiliates / Franchisees:* We may share your personal information with our affiliates, franchisees, and subsidiaries if we need to. If we share your information, we will share only the information that is

necessary and we will take reasonable steps to make sure that third parties take prudent steps to protect your information.

*Service Providers, Suppliers, Agents, and Business Partners:* Other companies sometimes provide certain services to us or on our behalf (e.g., maintenance, IT support, analysis, development, security). Unless we tell you differently or as described elsewhere in this Privacy Notice, our service providers are not permitted to use your information except to assist us.

*Compliance with Legal Obligations:* We may need to disclose certain information to auditors, government authorities, law enforcement, regulatory agencies, our legal counsel, third party litigants and their counsel, or other authorized individuals in order to comply with laws that apply to us, or other legal obligations such as contractual requirements.

*Changes in Business Structure/Ownership:* We may disclose or transfer your personal information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of the Company's business, assets, or ownership interest (including any bankruptcy or similar proceedings).

**We have not, sold, shared or monetized any categories of personal information within the past 12 months.**

### **Information We Disclose for a Business Purpose**

In addition to the purposes described in this notice, we may use personal information listed below for business purposes.

- To provide you with products, including customer service, processing orders or transactions, verifying consumer information, and processing payments, we use the following categories of information: identifiers, personal information subject to Cal. Civ. Code § 1798.80(e), protected classifications, and online activity.
- To improve our website, including responding to inquiries and improving functionality, we use the following categories of information: identifiers and online activity.
- To comply with your requests, including sending your information to third parties if you ask us to do so: identifiers, personal information subject to Cal. Civ. Code § 1798.80(e), protected classifications, and online activity.

### **HOW WE PROTECT YOUR PERSONAL INFORMATION**

We strive to take appropriate security measures to help safeguard your personal information from unauthorized access and disclosure. For example, only authorized employees are allowed to access personal information, and they may only access it for permitted business functions. We also use technology to protect your information, including encrypting sensitive personal information that is transferred to or from our systems.

While we cannot guarantee that loss, misuse, or alteration will never occur, we use reasonable efforts to prevent it. Please keep in mind that no method of storage or transmission over the Internet is completely secure, so your use of our services and provision of information to us is at your own risk.

Our sites may contain links to other sites on the Internet that are owned and operated by third parties. The information practices of those websites linked to our sites are not covered by this Privacy Notice. We are not responsible for the privacy policies of other websites to which our sites link.

### **CALIFORNIA PRIVACY NOTICE**

#### **Your Rights and Choices**

For all personal information that we collect about you, you may have the following rights or choices that

we will accommodate where your requests meet legal and regulatory requirements and do not risk making our other data less secure or changing our other data. You may also designate an authorized agent to make a request on your behalf.

*Access, Erase:* You may have the right to know what information is being collected about you, to access your personal information, to receive a copy of your information, and to know whether your personal information is disclosed and to whom. You also may request that we erase your information. If you have questions about your information or want to ask us to erase your information, please contact us using the methods in the Contact Us section below.

*Data Portability:* If you would like to request that we provide a copy of your information to you, please contact us using the methods in the Contact Us section below.

*Non-Discrimination:* You have the right not to receive discriminatory treatment by the Company because you exercise your privacy rights. If you have any questions, please contact us using the methods in the Contact Us section below.

*How to Make a Request:* If you would like to make a request, please use the Contact Us section at the bottom of this page. Please provide your name, email address, and Rewards member number.

*Responding to Requests:* Your request will be evaluated to determine whether the requested change meets legal regulatory requirements and does not risk making our other data less secure or changing our other data.

*Verifying Your Identity:* To protect you and your information, we may ask you to confirm certain information before we honor your request. For example, if you make a request, we will ask you to confirm your name, email address, and/or Rewards member number to verify your identity, so that we can help protect your information. If you designate an authorized agent to make a request on your behalf, we may require you to verify your identity and provide the authorized agent's identity and contact information to us.

#### **CHANGES TO THIS NOTICE**

We reserve the right to modify or change this Privacy Notice at any time. When we make a material change to this Privacy Notice, we will inform you by posting a prominent notice on the home page of our website or changing the date on this page noting when the Privacy Notice was last updated.

#### **CONTACT US**

For questions regarding this Privacy Notice or to submit any of the requests mentioned above relating to your personal information, contact us using any of the following options:

*Mail*

17799 Cartwright Rd., Irvine, CA 92614

*Email*

[info@yogurt-land.com](mailto:info@yogurt-land.com)

*Telephone*

[949-265-8000](tel:949-265-8000)