

FOR CALIFORNIA RESIDENTS ONLY

California Consumer Privacy Notice

Updated as of January 1, 2023

Notice Statement

This Privacy Notice provides you with necessary information about the personal information we collect, how this information may be used by PurFoods, LLC d/b/a Mom's Meals ("us," "we," or "our"), your privacy rights and our obligations in accordance with the California Consumer Privacy Act of 2018 ("CCPA") and the California Privacy Rights Act of 2020 ("CPRA") (collectively referred to as the "CCPA").

Scope

This Privacy Notice applies solely to natural persons residing in California ("Consumers"), and does not apply to individuals living elsewhere, businesses, or other corporate entities.

Definitions

Consumer. As defined by the CCPA, a consumer is a natural person who is a California resident, living in California for other than a temporary or transitory purpose, or individual domiciled in California.

Personal Information. Commonly referred to as Personally Identifiable Information ("PII"), Personal Information ("PI") may be defined under various privacy laws, but, generally, is a fact about an individual which, if combined with one or more other facts about that individual, would enable others to determine the specific person to whom the facts apply.

For purposes of this Privacy Notice, PI does not include:

- Publicly available information from government records.
- Deidentified, aggregated or anonymized information that is maintained in a form that is not capable of being associated with or linked to a consumer.
- Information excluded from the CCPA's scope, such as:
 - Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") and the California Confidentiality of Medical Information Act ("CMIA") or clinical trial data;
 - Information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act ("FCRA"), the Gramm-Leach-Bliley Act ("GLBA") or California Financial Information Privacy Act ("FIPA"), and the Driver's Privacy Protection Act of 1994.

Sensitive Personal Information: Sensitive Personal Information ("SPI") is a subset of PI that requires greater security protections and standards of care in handling. SPI, also known as "special categories of information," is defined as information that if lost, compromised, or disclosed could result in substantial harm, embarrassment, inconvenience, or unfairness to an individual.

Procedures

1. Consumer Rights

The CCPA provides California residents with specific rights regarding their personal information. This section describes your rights.

1.1. Right to Access

You have the right to access PI that we may collect or retain about you. If requested, we shall provide you with a copy of your PI that we collect as permitted by the CCPA.

You also have the right to receive your PI in a structured and commonly used format so that it can be transferred to another entity ("data portability").

1.2. Right to Know

You have the right to request that we disclose the following about your PI, as defined by the CCPA:

- The specific PI we may collect;
- The categories of PI we may collect;
- The categories of sources from which we may collect your PI;
- The business purpose(s) for collecting or sharing your PI;
- The categories of PI we may disclose for business purposes; and
- The categories of third parties to whom we may share your PI.

1.3. Right to Opt-Out / Do Not Sell My Personal Information

We do not sell PI within the meaning of the CCPA.

1.4. Do Not Share or Disclose My Personal Sensitive Information

You have the right to limit how your SPI is disclosed or shared with third parties, as defined in the CCPA.

1.5. Right to Deletion

In certain circumstances, you have the right to request the erasure of your PI. Upon verifying the validity of a deletion request, we will delete your PI from our records, and instruct any service providers or third parties to delete your information, when applicable.

1.6. Right to Correct / Right to Rectification

In certain circumstances, you have the right to request correction of any inaccurate PI. Upon verifying the validity of a verifiable consumer correction request, we will use commercially reasonable efforts to correct your PI as directed, taking into account the nature of the PI and the purposes of maintaining your PI.

1.7. Please note that the above rights are not absolute, and we may be entitled to refuse requests, wholly or partly, where exceptions under applicable law apply.

2. Exercising Your Rights

If you are a California resident, you can exercise any of your rights as described in this Privacy Notice and under applicable privacy laws by using the contact information provided in this Privacy Notice. We will not discriminate against you for exercising such rights. Except as described in this Privacy Notice or provided for under applicable privacy laws, there is no charge to exercise your legal rights.

However, if your requests are manifestly unfounded or excessive, in particular because of their repetitive character, we may:

- Charge a reasonable fee taking in account the administrative costs of providing the information or taking the action requested; or

- Refuse to act on the request and notify you of the reason for refusing the request.

3. Verifying Consumer Requests

We will need to verify your identity before processing your request. In order to verify your identity, we will generally require the matching of sufficient information you provide us to the information we maintain about you in our systems. Although we try to limit the personal information collected in connection with a request to exercise the right to access, right to know and/or the right to deletion to that personal information, certain requests may require us to obtain additional personal information from you.

In certain circumstances, we may decline a request to exercise the right to know and/or right to deletion, particularly where we are unable to verify your identity.

Only you, or someone legally authorized to act on your behalf, may make a request to know or delete related to your personal information. To designate an authorized agent, please provide Us via verbally, written notification or email with full name and address.

You may only submit a request to know twice within a 12-month period. Your request to know or delete must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative, which may include:
 - Verbally, written notification or email
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

You do not need to create an account with us to submit a request to know or delete.

4. Personal Information We Collect

We collect PI as necessary to enable us to carry out your instructions, to manage and operate our business, and to comply with our legal and regulatory obligations.

In the last 12 months, we have collected the following categories of personal information:

- **Identifiers**, such as your name, address, phone number, email address, or other similar identifiers.
- **Commercial Information**, such as your use of our services.
- **Internet/Network Information**, such as your IP address, or browser or device information.
- **Geolocation Data**, such as information about your physical location collected from geolocation features on your device, including your IP address.
- **Other Personal Information**, such as information you provide to us when you register for our information newsletters or sign up for a promotion or contest through our website, information you permit us to see when interacting with us through social media, or comments and opinions you provide to us such as when you post on message boards, blogs or complete an online form, and any health screening information you provide to us.
- **Inferences**, including information generated from your use of the websites reflecting predictions about your interests and preferences.

This PI is required to enable us to provide our services to you. If you do not provide the PI we ask for, it may delay or prevent us from providing services to you.

You confirm that you are authorized to provide to us the PI that we shall collect on your behalf.

We do not sell and/or disclose deidentified patient information exempt from the CCPA to third parties.

5. Sensitive Personal Information We Collect

We may also collect or process SPI as necessary to enable us to carry out your instructions, to manage and operate our business, and to comply with our legal and regulatory obligations.

You may also supply us with, or we may receive, the following SPI:

- Username and password;
- Financial, account or billing information, including tax identification number, Social Security number, or credit/debit card information;
- Information we have contractually agreed to manage under heightened confidentiality and security protocols, such as health and financial information or intellectual property;

We collect SPI on the basis of one or more of the following:

- You have given explicit consent to the collection for one or more specified purposes; and/or
- Where the collection of SPI is manifestly made public by you.

Where the collection is necessary for reasons of substantial public interest, in accordance with applicable law, we may collect SPI for the following reasons:

- For the purposes of the prevention or detection of an unlawful act or for preventing fraud; and

6. How Personal Information Is Collected

We collect most PI directly from you. However, we may also collect PI from the following:

- Publicly accessible sources;
- A third party;
- Consultants and other professionals we may engage in relation to your matter, with your consent;
- Our website, or through the use of cookies (please view our Privacy Policy for more information);

7. The Purposes For Which Personal Information Is Collected

The purposes for which we will collect or use your PI may include:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.
- To provide, support, personalize, and develop our website, products, and services.
- To create, maintain, customize, and 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 to investigate and address your concerns and monitor and improve our responses.
- To personalize your website experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our website, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our website, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our website, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA or CPRA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our [Website users/consumers] is among the assets transferred.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

8. Disclosure of Personal Information

We shall use a reasonable standard of care to store and protect from disclosure any PI collected using the principles of least-privileged access and by limiting access to PI and SPI to individuals with a 'need to know.'

PI will be retained by us as set out in our internal handling policies. We may share your PI under the following circumstances:

- In the event that we sell or purchase any business or assets, or if all or substantially all our assets are acquired by a third party, in which we may disclose your PI to the prospective seller or buyer of such business or assets, solely for the purpose of permitting the due diligence required to decide whether to proceed with a transaction;
- If reasonably necessary to protect the vital interests of a person or our company;
- If we are subject to disclose or share your information in order to comply with any legal or regulatory obligation; or
- To enforce or apply our terms and conditions or to establish, exercise or defend the rights of our company, company personnel, or our clients, customers or others.

Our third party service providers are subject to security and confidentiality obligations and are only permitted to process information for a specified, legitimate business purpose and in accordance with our instructions.

We only share your information with affiliated firms, contractors, and advisors as necessary to carry out the purposes for which the information was supplied or collected.

9. Non-Discrimination

We will not discriminate against you for exercising any of your rights. Unless permitted by the CCPA or CPRA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

10. Other California Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to compliance@momsmeals.com or write us at:

Mom's Meals
Privacy Officer
3210 SE Corporate Woods Drive
Ankeny, IA 50021

11. Data Storage and Security

We shall use a reasonable standard of care to store and protect your PI. We use appropriate physical, technical and organizational security measures and procedures to protect PI from unauthorized use, loss, alteration, destruction or modification. We shall retain your PI until the initial purpose for collecting and retaining such data has been satisfied. If you subsequently agree to a new or additional purpose, your PI may be retained for that.

12. Contact Information / Exercise Your Rights

If you have any questions or comments about this Privacy Notice, the ways in which we collect and use your information described here, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 1-844-657-8714

Email: compliance@momsmeals.com

Postal Address:

PurFoods, LLC
Attn: Privacy / Legal
3210 SE Corporate Woods Drive
Ankeny, IA 50021

Fax: (515) 963-0671, attention to Privacy / Legal

If you need to access this Policy in an alternative format due to having a disability, please contact us at compliance@momsmeals.com or 1-844-657-8714.

13. Modification and Revisions

We reserve the right to modify, revise, or otherwise amend this Privacy Notice at any time and in any manner. Any new version of this Privacy Notice will be posted on our website