



FRESH CREATIVE FOODS PRIVACY NOTICE

Effective Date: December 31, 2022

Your privacy is important to us. At Fresh Creative Foods, Inc. we recognize that visitors to our website and websites of our portfolio of brands, may be concerned about the information they provide to us and how we handle that information. This website is owned and operated by Fresh Creative Foods Inc. and applies to the Reser's Fine Foods family of companies and brand where it is linked. This Privacy Notice describes the types of information we collect from and about you when you visit any of our websites where this policy is posted or when you otherwise interact with us. This Privacy Notice also explains how we may and disclose such information, as well as your options to control certain uses of it.

HERE IS THE TYPE OF INFORMATION WE COLLECT:

Information You Provide

We collect certain personal information from you when you choose to share it with us. This may include when you use one of our Sites; register on one or more of our Sites; sign up for a newsletter or one of our email lists; use our services; participate in a contest, sweepstakes, game, survey, or promotion; request information from us; apply for a job with us; or otherwise contact us. The personal information we collect may include your name, birth date or age, telephone number, and e-mail address.

We don't require you to register or provide personal information to view our Sites or access its content. However, you may be required to provide certain personal information to receive certain offers such as receiving a coupon, offer, participating in a Sweepstakes, or submitting a comment or question through our "Contact Us" form. Such information may include your email address, nickname, city and state of residency, comments, or pictures if you choose to provide them.

If you use a third-party login to create your account (such as Facebook) or otherwise link to us, we may receive certain information about you from the third party (such as a social network) based on your registration and privacy settings on those third-party websites. We may combine

the information you provide to us with information from and about you that we automatically collect when you visit the Site, from third parties, or other online and offline sources.

Information Collected by Automated Means

We may use cookies, web beacons, pixel tags, log files, or local shared objects (such as Flash cookies), and other technologies to collect certain information about visitors to our Sites, use of our online services, and interactions with our emails and online advertisements, and to allow us to keep track of analytics and certain statistical information which enables us to improve the Sites and provide you with more relevant content on our Site and other sites. For example, through these means, we may automatically collect information such as your browser type, geography, and operating system-. We may also collect information about your use of and interaction with the Site, including as the webpages viewed, the date and time you visit the Site, the areas or pages of the Site that you visit, the amount of time you spend viewing or using the Site, the number of times you return to the Site, other click-stream or site usage data, whether you open, forward, or click-through links, emails, and ads, and other Site usage data. We may link this information with your personal information to best tailor our website and enhance your online experience by saving your preferences while you are visiting a particular site, and to help identify site features, recipes, advertisements, and offers that may be of particular interest to you.

Tracking Options and California Do Not Track Disclosures

Certain parts of our Site require cookies. You can set your Internet browser settings to stop accepting new cookies, to receive notice when you receive a new cookie, to disable existing cookies, and to omit images (which will disable pixel tags). On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising. By doing so, you may not be able to use certain features on the Site. Please refer to your Web browser or operating system's website or "Help" section for more information on how to disable your browser or operating system from receiving cookies or controlling your tracking preferences.

Our system may not respond to Do Not Track requests or headers from some or all browsers. You can learn more about and opt out from receiving third-party advertiser cookies by visiting the Digital Advertising Alliance's [opt-out page here](#). Without cookies or pixel tags though, you may not be able to take full advantage of all website features.

Information Collected from Other Sources

We may obtain information about you from other sources, including commercially available sources, such as data aggregators and public databases, or social networks that you use to connect with us. This information may include your name, demographic information, interests, and publicly observed data, such as from social media, online activity, and shopping behavior.

We may combine this information with the information we collect from you to help us tailor our communications to you and to improve our services and products.

HOW WE USE YOUR INFORMATION

We may use the information we collect from and about you to contact you from time to time, including for any of the following purposes:

- To respond to your comments or questions, or contact you if needed while processing a product or service you requested through our website or other communication method
- To improve and to review usage and operations of our website, content, products, and services;
- To send you promotional offers, newsletters, and other communications and information about Fresh Creative Foods, its portfolio of brands or affiliates if you have provided us with your email.
- To contact you as necessary when you enter a contest or sweepstakes in order to conduct the promotion (for example, to contact you if you're a winner);
- To use your data in an aggregated non-specific format for analytical and demographic purposes;
- To address problems with the Site or our business;
- To protect the security or integrity of the Site and our business;
- As otherwise described to you at the point of data collection

Additionally, if you use the Site to connect with third-party services you authorize us to use information from and about you, on your behalf, to interact with these third-party services based on your requests.

HOW WE DISCLOSE YOUR INFORMATION

We do not sell or otherwise disclose personal information about you except as described here. We do not share your personal information with unaffiliated third parties for their own marketing purposes without your consent. For California residents, please see "Information for California Residents" below.

We may disclose the information we collect from and about you in the following ways: (1) among Fresh Creative Foods brands and subsidiaries; (2) to our service providers we have retained to perform a business, professional or technical support functions for us, including to the extent necessary or desirable to help run promotions, fulfill your requests, or provide customer service (these service providers may have access to personal information about our Site visitors if it is needed to perform their functions for Fresh Creative Foods, but they are not authorized by Fresh Creative Foods to use or disclose the information except as necessary to

perform services on Fresh Creative Foods behalf or to comply with legal requirements); (3) as necessary to investigate or prevent an actual or suspected crime or injury to ourselves or others, as permitted by law; (4) if we believe that there has been a violation of our Terms of Use or of our rights or the rights of any third party; (5) to respond to judicial process or provide information to law enforcement authorities, regulatory agencies, or other government officials, or otherwise as required by law; and (6) as otherwise described to you at the point of collection.

We may conduct joint promotions with other companies. We may share with our promotional partners (and their service providers) certain personal information as necessary to conduct the promotion. We will not share this information with our promotional partners for any other purpose unless you consent to such sharing.

If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information provided through the Site in a manner that is consistent with this Privacy Notice.

Links To Other Websites

The Sites may contain links to other websites or social sites. We provide these links solely for your convenience and information. Different sites have different privacy practices. You should always check the privacy notice of the specific site you're visiting to understand the privacy practices associated with that site. We are not responsible for the content or privacy practices of third-party sites.

SPECIAL INFORMATION FOR JOB APPLICANTS

When you apply for a job with us, we may collect information from you, including:

- Information you provide in connection with your application.
- Information that you make available in your social media accounts.
- Information about you that is available publicly.
- Information that you authorize us to collect via third parties, including former employers or references.

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy practices of these

third-party services. Please review their privacy policies carefully prior to submitting your application materials.

YOUR CHOICES

You may call us at **1-800-333-6431** or use our [“Privacy Request contact form”](#) if you wish to take action.

CHILDREN’S INFORMATION

This site is intended for general audiences, and Fresh Creative Foods does not direct the Site to collect, or knowingly collect, any personal information from children under the age of 15.

HOW WE PROTECT YOUR INFORMATION

The security of your information is important to us. We have taken certain administrative, technical, and physical steps to safeguard the information we collect from our Site visitors against unauthorized use, disclosure, alteration, or destruction. While we make every effort to help ensure the integrity and security of our network and systems, we cannot guarantee our security measures.

INFORMATION FOR CALIFORNIA RESIDENTS

This California Privacy Notice supplements our Website Privacy Notice and describes the types of information we collect from and about California residents. This Privacy Notice also explains how we may use and disclose such information, as well as your ability to control certain uses of it. Any terms defined in the California Consumer Privacy Act of 2018 (“CCPA”) have the same meaning when used in this California Privacy Notice.

Notice at Collection Regarding the Categories of Personal Information Collected

You have the right to receive notice of certain information about our data collection, use, and disclosure. The following table summarizes the categories of personal information we collect; the categories of sources of that information; whether we disclose, sell, or share that information to service providers or third parties, respectively; and the criteria we use to determine the retention period for such information. The table also summarizes the categories of “sensitive” personal information that we collect, the purposes for which such information is used, and whether we sell or share such information. The categories we use to describe personal information are those enumerated in the CCPA.

Category	Information Type	Source	We may disclose to:	We may sell to/ share with:
Identifiers	<ul style="list-style-type: none"> • Contact information or personal characteristics (name; email address; postal address; telephone number; signature) • Social media handles 	You; our social media pages; third party subscription service providers	Service Providers	Not sold/shared
Protected Classifications and Other Sensitive Data	<ul style="list-style-type: none"> • Date of Birth • Gender • Race • Ethnic origin 	You	Service Providers	Not sold/shared
Commercial Information	<ul style="list-style-type: none"> • Transaction information • Billing and payment records • Order history 	You	Service Providers	Not sold/shared
Geolocation Information	<ul style="list-style-type: none"> • Coarse (Information that describes location at ZIP code-level or less precision) 	You; our analytics and advertising partners	Service Providers	Not sold/shared

<p>Internet or Electronic Network Activity Information</p>	<ul style="list-style-type: none"> • IP address • Device identifier (e.g., MAC) • Advertising identifier (e.g., IDFA, AAID) • Information provided in URL string (e.g., search keywords) • Cookie or tracking pixel information • Information about your interaction with our website, app, email correspondence, or products • Browsing history • Search history • Diagnostic information (e.g., crash logs, performance data) 	<p>You; our analytics and advertising partners</p>	<p>Service Providers</p>	<p>Not sold/shared</p>
<p>Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information</p>	<ul style="list-style-type: none"> • Call recordings • Photographs • Video 	<p>You</p>	<p>Service Providers</p>	<p>Not sold/shared</p>

Professional or Employment-Related Information	<ul style="list-style-type: none"> • Current employer • Job title 	You	Service Providers	Not sold/shared
Education Information	<ul style="list-style-type: none"> • Education history • Level of education 	You	Service Providers	Not sold/shared
Inferences Drawn About You	<ul style="list-style-type: none"> • User profile reflecting preferences, characteristics, psychological trends, predispositions, behavior, aptitudes, intelligence, abilities, and aptitudes 	You; our analytics and advertising partners	Service Providers	Not sold/shared
Content of Communications	<ul style="list-style-type: none"> • Contents of phone calls, emails, or text messages to us 	You	Service Providers	Not sold/shared

We do not collect health information or biometric information.

We determine the retention period for each of the categories of personal information listed above based on (1) the length of time we need to retain the information to achieve the business or commercial purpose for which it was obtained, (2) any legal or regulatory requirements applicable to such information, (3) internal operational needs, and (4) any need for the information based on any actual or anticipated investigation or litigation.

Entities to whom we disclose information for business purposes are *service providers*, which are companies that we engage to conduct activities on our behalf. We restrict service providers from using personal information for any purpose that is not related to our engagement.

We do not “sell” or “share” personal information. Under the CCPA, a business “sells” personal information when it discloses personal information to a company for monetary or other benefit.

A company may be considered a third party either because we disclose personal information to the company for something other than an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for purposes unrelated to the service it provides to us. A business “shares” personal information when it discloses personal information to a company for purposes of cross-context behavioral advertising.

Your Rights and Choices

California residents have certain rights under California law. If you are a California resident, you have the following rights:

- **Opt out of sale or sharing of personal information:** You have the right to opt out of our sale or sharing of your personal information to third parties. We do not engage in sale or sharing of your personal information to third parties.
- **Limit the use of your sensitive personal information:** You have the right to limit our use of your sensitive personal information if we use such information to infer characteristics about you. We do not use your sensitive personal information for this purpose.
- **Know and request access to and correction or deletion of personal information:** You have the right to request access to personal information collected about you and information regarding the source of that personal information, the purposes for which we collect it, and the third parties and service providers to whom we sell, share, or disclose it. You also have the right to request in certain circumstances that we correct personal information that we have collected about you and to delete personal information that we have collected directly from you. Please visit our contact us page to exercise these rights.

“Shine the Light” Law

California residents are entitled once a year, free of charge, to request and obtain certain information regarding our disclosure, if any, of certain categories of personal information to third parties for their own direct marketing purposes in the preceding calendar year. We do not share your personal information with third parties for those third parties’ direct marketing purposes.

Financial Incentives

We may offer you the opportunity to participate in special promotions, sweepstakes, and programs from time to time. Your participation is voluntary. If we provide this offer, we will obtain your consent to collect your personal information in connection with your participation. The category of personal information we collect is personal identifiers, which we use to facilitate your participation in the program and to market to you. If we run the program jointly with a business partner, we may disclose the information to that business partner.

You may opt-in to the program using the means we present to you, such as an online registration page, at the time we make the offer. You may opt out of the program at any time by contacting us.

The program we offer may qualify as a financial incentive program (FIP) under California law. We are required to explain how the value you receive from FIPs is reasonably related to the value that we receive from the personal information you provide to us. We use the personal information you provide to send direct marketing emails, unless you opt-out, and to contact sweepstakes or promotional winners. We may disclose the personal information you provide to service providers who help us operate our sweepstakes or promotions. These activities generate revenue for us that we believe is reasonably related to the benefit you receive from participating in our programs. Our good faith estimate of the value of your Personal Information is \$0.59. We calculated that value using expenses related to the collection of consumers' personal information. We believe this value is reasonable because it is based on the average expenses associated with recently run sweepstakes.

INFORMATION FOR RESIDENTS OF COLORADO, CONNECTICUT, UTAH, VIRGINIA

Residents of the States of Colorado, Connecticut, Utah, and Virginia have the following rights:

- *Opt out of "sales" of personal information and use of their personal information for "targeted advertising,"* as those terms are defined under applicable law. We do not engage in "sales" or "targeted advertising."
- *Opt out of "profiling"* under certain circumstances, as defined under applicable law. (Residents of Colorado, Connecticut, and Virginia only.)
- *Confirm processing of and access to personal information* under certain circumstances.
- *Correct personal information* under certain circumstances. (Residents of Colorado, Connecticut, and Virginia only.)
- *Delete personal information* under certain circumstances.

Residents of these states can exercise their rights by contacting us at using one of the methods listed below.

INFORMATION FOR RESIDENTS OF NEVADA

Residents of the State of Nevada have the right to opt out of the sale of certain pieces of their information to third parties. We "sell" personal information under Nevada law. If you are a Nevada resident and would like more information about our data sharing practices, please contact us.

EXERCISING YOUR RIGHTS

If you would like to exercise the rights set out above, please use our [Privacy Request contact form](#) or call us at **1-800-333-6431**.

A verifiable consumer request must provide us adequate information to allow us to (1) reasonably verify that you are the individual whose personal information we collected (or an authorized representative) and (2) to understand your request so that we can process and respond to it. Please note that only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may submit a verifiable consumer request for your personal information. You may submit verifiable consumer requests on behalf of your minor children.

Once we have received and verified your request, we will send a confirmation of our receipt of your request and, within 45 days, either a copy of the requested information or confirmation of deletion or correction, as applicable. If, for any reason, we are unable to fulfill your request, we will notify you and provide an explanation.

UPDATES TO THIS PRIVACY NOTICE

We may change or update portions of this Privacy Notice at any time. When we do, we will post the change(s) on the Site. Please check back from time to time so you are aware of any changes or updates to the notice. If we make any material changes, we will provide appropriate notice to you. We will indicate the notice's effective date on the first page of the notice.

HOW TO CONTACT US

Fresh Creative Foods / Reser's Fine Foods Inc.
PO Box 8. Beaverton, OR 97075
Attention: Privacy Officer

1-800-333-6431

We would be happy to answer your questions or hear your concerns.