

G.L. Mezzetta, Inc.

Privacy Policy

Effective as of 11/1/2020

Please click [here](#) to view the previous version of our Privacy Policy.

This Privacy Policy describes how G.L. Mezzetta, Inc. ("**Mezzetta**," "**we**", "**us**" or "**our**") collects, uses and shares personal information that we collect through our website and other digital properties that link to this Privacy Policy (collectively, the "**Service**"), in connection with our marketing activities, and as otherwise described in this privacy policy. In addition, this privacy policy describes your rights and choices with respect to the Personal Information we collect.

You can download a printable copy of this Privacy Policy [here](#).

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Personal Information We Collect

Information you provide to us. Personal information you may provide to us through the Service or otherwise includes:

- **Contact details**, such as your first and last name, email and mailing addresses and phone number.

- **Profile data**, such as your username and password that you may set to establish an online account with us and information about your participation in our contests, promotions, or surveys.
- **Communications** that we exchange with you, including when you contact us with questions or feedback, through social media, or otherwise.
- **Payment and transactional data** needed to complete your orders and/or payments on or through the Service (including name, payment card information, and billing and shipping information), and your purchase history.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Third party sources. We may combine personal information we receive from you with personal information we obtain from other sources, including:

- **Public sources**, such as social media platforms.
- **Our affiliate partners**, such publishers, influencers, and promoters who participate in our paid affiliate programs.

Automatic data collection. We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, device type (*e.g.*, phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Services, navigation paths between pages or screens, information about your activity on a page or screen, access times, and duration of access, and whether you have opened our marketing emails or clicked links within them.

Cookies and similar technologies. Like many online services, we use the following technologies:

- **Cookies**, which are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating analytics and online advertising.
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

Data about others. Users of the Service may have the opportunity to provide the contact information of others to us, such as when you purchase items for another person. Please do not provide someone else's information to us unless you have their permission to do so.

How We Use Your Personal Information

We use your personal information for the following purposes or as otherwise described at the time of collection:

Service delivery. We use your personal information to:

- Provide, operate and improve the Service and our business;
- Process your payments and complete transactions with you;
- Establish and maintain your user profile on the Service;
- Enable security features of the Service, such as by sending you security codes via email or SMS, and remembering devices from which you have previously logged in;
- Communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages;
- Understand your needs and interests, and personalize your experience with the Service and our communications; and
- Provide support for the Service, and respond to your requests, questions and feedback.

Research and development. We may use your personal information for research and development purposes, including to analyze and improve the Service and our business. As part of these activities, we may create aggregated, de-identified or other anonymous data from personal information we collect. We make personal information into anonymous data by removing information that makes the data personally identifiable to you. We may use this anonymous data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

Marketing and advertising. We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you Mezzetta-related direct marketing communications as permitted by law, including by email and mail. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section below.
- **Interest-based advertising.** We may engage third-party advertising companies and social media companies to display ads on our Service and other online services. These companies may use cookies and similar technologies to collect information about your interaction (including the data described in the automatic data collection section above) over time across the Service, our communications and other online services, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the [Advertising choices](#) section below.

Compliance and protection. We may use your personal information to:

- Comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- Protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- Audit our internal processes for compliance with legal and contractual requirements and internal policies;
- Enforce the terms and conditions that govern the Service; and

- Prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

How We Share Your Personal Information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection:

Affiliates. Our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Privacy Policy.

Service providers. Companies and individuals that provide services on our behalf or help us to operate the Service or our business (such as hosting, information technology, customer support, print and mail fulfillment, email delivery, marketing, and website analytics).

Payment processors. Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, Shopify Payments. Shopify Payments may use your payment data in accordance with its privacy policy, located at <https://www.shopify.com/legal/terms-payments-us>.

Advertising partners. Third party advertising companies for the interest-based advertising purposes described above.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the **compliance and protection purposes** described above.

Business transferees. Acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Mezzetta or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Your Choices

You have the following choices with respect to your personal information.

Access or update your information. If you have registered for a Service account with us, you may review and update certain account information by logging into the account.

Opt-out of marketing communications. You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by **contacting us**. You may continue to receive service-related and other non-marketing emails.

Cookies. Most browser settings let you delete and reject cookies placed by websites. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, you may not be able to use all functionality of the Service and it may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org. We use Google Analytics to help us understand user activity on the Service. You can learn more about Google Analytics cookies at <https://developers.google.com/analytics/resources/concepts/gaConceptsCookies> and about how Google protects your data at <http://www.google.com/analytics/learn/privacy.html>. You can prevent the

use of Google Analytics relating to your use of the Service by downloading and installing a browser plugin available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

Advertising choices. You can limit use of your information for interest-based advertising by:

- **Browser settings.** Blocking third party cookies in your browser settings.
- **Privacy browsers/plug-ins.** By using privacy browsers or ad-blocking browser plug-ins that let you block tracking technologies.
- **Platform settings.** Google and Facebook offer opt-out features that let you opt-out of use of your information for interest-based advertising:
 - Google: <https://adssettings.google.com/>
 - Facebook: <https://www.facebook.com/about/ads>
- **Ad industry tools.** Opting out of interest-based ads from companies participating in the following industry opt-out programs:
 - Network Advertising Initiative: http://www.networkadvertising.org/managing/opt_out.asp
 - Digital Advertising Alliance: optout.aboutads.info
 - AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.
- **Mobile settings.** Using your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

You will need to apply these opt-out settings on each device from which you wish to opt-out.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently support “Do Not Track” signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Declining to provide information. We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

Deletion. Registered users may **contact us** to request deletion of certain of your account and personal information. We may need additional information from you to first confirm your identity before processing your request. We may decline to comply with your request consistent with applicable law, (for example, if we need to retain your information for compliance and protection purposes) or where deletion is impracticable. Once we process your request, you will not be able to access your account or use the Services.

Other Sites and Services

The Service may contain links to websites and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites or online services operated by third parties, and we are not responsible for their actions.

Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

International Data Transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children

The Service is not intended for use by children under 16 years of age. If we learn that we have collected personal information through the Service from a child under 16 without the consent of the child's parent or guardian as required by law, we will delete it.

Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If required by law we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Service. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

How to Contact Us

Please direct any questions or comments about this Privacy Policy or privacy practices to customersupport@mezzetta.com.

You may also write to us via postal mail at:

G.L. Mezzetta, Inc.
105 Mezzetta Court
American Canyon, CA 94503
USA

(707) 648-1050

Information for California Residents

Scope. This section applies only to California residents. It describes how we collect, use, and share Personal Information of California residents online and offline in our capacity as a "business" under the California Consumer Privacy Act of 2018 ("CCPA") and their rights with respect to that Personal Information. For purposes of this section, "Personal Information" has the meaning given in the CCPA but does not include information exempted from the scope of the CCPA. In some cases we may provide a different privacy notice to certain categories of California residents, such as job applicants, in which case that notice will apply instead of this section.

Your California privacy rights. As a California resident, you have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

- **Information.** You can request the following information about how we have collected and used your Personal Information during the past 12 months:
 - The categories of Personal Information that we have collected;
 - The categories of sources from which we collected Personal Information;
 - The business or commercial purpose for collecting and/or selling Personal Information;
 - The categories of third parties with whom we share Personal Information;
 - The categories of Personal Information that we sold or disclosed for a business purpose; and
 - The categories of third parties to whom the Personal Information was sold or disclosed for a business purpose.
- **Access.** You can request a copy of the Personal Information that we have collected about you during the past 12 months.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Opt-out of sales.** You can opt-out any sale of your Personal Information.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination as prohibited by the CCPA.

You may submit requests to exercise your right to information, access or deletion via email to customersupport@mezzetta.com or calling (800) 941-7044.

Notice of right to opt-out of the “sale” of your Personal Information. Based on our understanding of the term “sell” under the CCPA, we do not “sell” your Personal Information and have not sold it to third parties for a business or commercial purpose in the 12 months preceding the effective date of this Privacy Policy. However, like many companies, we use services that help deliver interest-based ads to you. Our use of some of these services may be classified under California law as a “sale” of your Personal Information to the advertising partners that provide the services because they collect information from our users (*e.g.*, device data and online activity data) to help them serve ads more likely to interest you. You can request to opt-out out of this “sale” of your personal information here: [Do Not Sell My Personal Information](#), where you will find instructions on opting-out of the use of your information for interest-based advertising.

We will need to verify your identity to process your information, access and deletion requests and reserve the right to confirm your California residency. To verify your identity, we may require government identification, a declaration under penalty of perjury or other information. Your authorized agent may make a request on your behalf upon our verification of the agent’s identity and our receipt of a copy of a valid power of attorney given to your authorized agent pursuant to California Probate Code Sections 4000-4465. If you have not provided your agent with such a power of attorney, you must provide your agent with written and signed permission to exercise your CCPA rights on your behalf, provide the information we request to verify your identity, and provide us with written confirmation that you have given the authorized agent permission to submit the request. We cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

Personal information that we collect, use and disclose. The chart below summarizes the Personal Information we collect by reference to the categories of Personal Information specified in the CCPA, and describes our practices currently and during the 12 months preceding the effective date of this Privacy

Policy. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of personal information not described below.

Statutory category of Personal Information (Cal. Civ. Code § 1798.140)	Personal Information we collect in this category (See the “Personal information We Collect” section above for description)
Identifiers (excluding online identifiers)	<ul style="list-style-type: none"> • <i>Contact details</i> • <i>Payment & transactional data</i> • <i>Data about others</i> • <i>Details that you provide when you visit our offices or our events</i>
California Customer Records (as defined in California Civil Code section 1798.80)	<ul style="list-style-type: none"> • <i>Contact details</i> • <i>Communications</i> • <i>Marketing data</i> • <i>Payment card data</i> • <i>Data about others</i>
Commercial Information	<ul style="list-style-type: none"> • <i>Profile data</i> • <i>Payment & transactional data</i> • <i>Communications</i> • <i>Marketing data</i> • <i>Online activity data</i>
Financial Information	<ul style="list-style-type: none"> • <i>Payment & transactional data</i>
Sensory Information	<ul style="list-style-type: none"> • <i>Information we capture through security cameras at our offices and facilities</i>
Online Identifiers	<ul style="list-style-type: none"> • <i>Profile data</i> • <i>Device data</i>
Internet or Network Information	<ul style="list-style-type: none"> • <i>Marketing data</i> • <i>Device data</i> • <i>Online activity data</i>
Inferences	<i>May be derived from the information listed above</i>
<p>Sources. We describe the sources from which we collect this Personal Information in the section above entitled <u>Personal Information We Collect</u>.</p> <p>Purposes. We describe the business and commercial purposes for which we collect this Personal Information in the section above entitled <u>How We Use Your Personal Information</u>.</p> <p>Disclosure. We disclosed this Personal Information to the categories of third parties described in the section above entitled <u>How We Share Your Personal Information</u>.</p>	

Your Rights Under California’s Shine the Light Law

Under California Civil Code Section 1798.83, California residents are entitled to ask us for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or

third parties. If you are a California resident and would like a copy of this notice, please submit a written request to us via email at customersupport@mezzetta.com. You must put the statement "Your California Privacy Rights" in your request and include your name, street address, city, state, and ZIP code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.