

## **Goodfynd Privacy Policy**

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## A. Goodfynd Privacy Statement

Goodfynd (“*Goodfynd*”, “*we*”, “*our*”, “*us*”) offers certain services (the “*Services*”) to companies and businesses (“*Customers*”) that may benefit from such Services. As part of the Services we collect, use and disclose Personal Data.

Goodfynd values and respects the privacy of individuals. This Privacy Policy (“*Privacy Policy*”) describes the types of information, including Personal Data, that Goodfynd collects, processes and uses as part of our websites including <https://www.goodfynd.com>, <https://vendors.goodfynd.com>, and <https://events.goodfynd.com> (the “*Sites*”) and our Services. This Privacy Policy outlines individual rights regarding Goodfynd’s use and disclosure of Personal Data.

As used in this Privacy Policy, the term “*Personal Data*” means information that identifies an individual, household, or place of business directly or indirectly, by reference to identifier(s) such as name, identification number, location data, online identifier or one or more factors specific to an individual’s physical, physiological, genetic, mental, economic, cultural, educational, commercial, professional or social identity.

This Privacy Policy applies to our data collection and use related to the Sites and Services. This Privacy Policy is part of our Terms of Service, which is incorporated by reference.

If there are questions about our privacy practices, please refer to the end of this Privacy Policy for information about how to contact us.

## B. Personal Data Collected by Goodfynd

1. Types of Personal Data Collected. Goodfynd collects Personal Data about individuals as described in this section. In addition to the privacy practices in this Privacy Policy, our processing of data received from certain third parties (e.g., licensors and Customers) may be further described in contracts directly with such third parties.
  - a. *Personal Data received from Vendors.* Goodfynd receives certain Personal Data licensed to us by our vendors, including food truck owners. This includes name and contact information. We use the data received from these third parties to offer our Services.
  - b. *Personal Data Knowingly and Willingly Provided.* Goodfynd collects and stores Personal Data provided to us by our Customers as part of the Services. Goodfynd also collects information that individuals voluntarily provide when using our Sites (such as through web forms or profile screens). Collection pursuant to this provision includes an individual’s name and contact information.
  - c. *Personal Data Collected by Cookies and Other Similar Technologies.* Goodfynd may obtain information about individuals by installing “cookies” on their

computer's hard drive. More information on our use and collection of cookies can be found in our Cookie Policy, <https://www.goodfynd.com/legal/cookies>.

### **C. How Is Personal Data Used?**

We process Personal Data, including sharing with third parties, where processing is necessary for the purposes of our legitimate commercial interests and performance of the Services, except where otherwise required by law.

We may use or sell Personal Data we collect on its own or combine it with other information we have about an individual to:

- Achieve our business purpose in providing the Services;
- To perform and improve the Services (including providing Personal Data to our Customers and other business partners);
- Perform internal operations, such as tracking and improving the effectiveness of our Services;
- Conduct research;
- Conduct audits;
- Provide information to our suppliers;
- Provide information to our representatives and/or advisors, such as our attorneys, accountants, and others to help us comply with legal, accounting, or security requirements;
- Resolve disputes between users and/or a user and the company as set forth in our Terms of Service;
- Transfer information as part of a merger or sale of the business;
- Protect the rights, safety, and information of our members, third parties, as well as our own. This includes fraud prevention, business or product recalls, prosecuting and defending a court arbitration or similar proceeding, and more; and
- Comply with legal requirements, such as in response to a subpoena or similar investigative demand.

Goodfynd may aggregate, combine, anonymize and/or pseudonymize any data that we collect and process, including Personal Data. This may be done for the purpose of performing the Services, correcting data currently held by Goodfynd, expanding data sets, research, and other data modeling.

### **D. Who Can Access the Personal Data We Collect?**

Goodfynd will only disclose Personal Data as set forth in this Privacy Policy, as permitted by law, or with your consent.

Where third parties are processing Personal Data on our behalf, they will be required to agree, by contractual means or otherwise, to process the Personal Data in accordance with the applicable law and to act only on our instructions.

Goodfynd may disclose Personal Data to the following entities and for the listed purposes:

1. Customers. For the purpose of providing the Services, we share Personal Data with our Customers.
2. Employees. Only authorized employees have access to your Personal Data.
3. Food Trucks. We provide food truck operators with your Personal Data to facilitate our Service.
4. Service Providers. We employ other companies and individuals to perform functions on our behalf. Examples of such functions include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing technical support, providing search results and links (including paid listings and links) and providing customer service. We may share Personal Data with these agents as we deem necessary for such third parties to perform their functions.
5. To Comply with Legal Process, Protect Company, or Enforce our Rights. We may further disclose your Personal Data when it is necessary to: (i) conform to legal requirements or comply with legal process; (ii) enforce or apply our conditions of use and other agreements; (iii) protect the rights, safety or property of Goodfynd, our affiliates, our Customers, service providers, you or the public, or (iv) prevent a crime or protect national security (including exchanging information with other companies and organizations for fraud protection and credit risk reduction).
6. As Part of a Merger or Sale of Business. We may disclose or transfer Personal Data in connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

#### **E. Your Rights Regarding Personal Data and Goodfynd Processes**

1. Correction & Removal. If any of the information that we have about you is incorrect, or you wish to have information (including Personal Data) removed from our records, please contact us at [privacy@goodfynd.com](mailto:privacy@goodfynd.com). We will respond to such inquiries within thirty (30) business days.
2. Your California Privacy Rights. California's "Shine the Light" law (Civil Code Section § 1798.83) permits individuals with whom we have a business relationship who are California residents to request certain information regarding our disclosure of Personal Data to third parties for their direct marketing purposes. To make such a request, please e-mail [privacy@goodfynd.com](mailto:privacy@goodfynd.com).
3. Notice to California Residents. The California Consumer Privacy Act of 2018 ("CCPA") provides several rights to California residents with regards to the collection, disclosure, sale, and deletion of their Personal Data. The Goodfynd Privacy Notice for California Residents <https://www.goodfynd.com/legal/ccpa> describes in more detail

Goodfynd's compliance with CCPA and how residents of California may exercise their CCPA Rights. If you have questions about exercising your CCPA Rights, please contact us as set forth in Section L.

4. Notice to Nevada Residents. We currently do not transfer personal information for monetary consideration. If in the future our approach to transferring personal information changes and you would like to tell us not to sell your information at that time please email us at [privacy@goodfynd.com](mailto:privacy@goodfynd.com) with your name, postal address, telephone number and email address with "Nevada do not sell" in the subject line.
5. Notice to Virginia and Colorado Residents. We currently do not transfer personal information for monetary consideration. If in the future our approach to transferring personal information changes and you would like to tell us not to sell your information at that time please email us at [privacy@goodfynd.com](mailto:privacy@goodfynd.com) with your name, postal address, telephone number and email address with "Do not sell" in the subject line.

## **F. Minors and Children Privacy**

Goodfynd does not knowingly collect Personal Data from children under the age of 16. If we learn that Personal Data of persons less than 16 years-of-age has been collected through our Service, we will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child or a minor under the age of 13 has posted, submitted or otherwise communicated Personal Data to us without your consent, then you may alert us at [privacy@goodfynd.com](mailto:privacy@goodfynd.com) so that we may take appropriate action to remove the minor's Personal Data from our systems.

### **1. Site-Specific Terms**

1. Do Not Track Policy. Goodfynd does not respond to web browser "do not track" signals on our Sites. As such, your navigation of our Sites may be tracked as part of the gathering of quantitative user information described above. If you arrive at our Sites by way of a link from a third party site that does respond to "do not track" requests, the recognition of any "do not track" request you have initiated will end as soon as you reach our Sites.
2. Cookie Policy. When you first access the Sites, you will receive a message advising you that cookies are in use. By continuing to browse the Sites, you agree to our use of cookies as described in this Privacy Notice. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. If you limit or disable the use of cookies when you visit the Sites, you may be unable to use the full functionality of our Sites. For more information about our specific use of cookies, please reference our Cookie Policy, <https://www.goodfynd.com/legal/cookies>, which is incorporated herein by reference. We may also permit select third parties to use cookies to collect information about our Site visitors' online activities across other websites or over time in order to assist us with advertising or Site analytics. The use of

cookies by third parties is not covered by our Privacy Policy, as we do not have access to or control over their cookies.

3. Links to Third Party Services. Our Sites may contain links to third party websites, applications and services not operated by Goodfynd. These links are provided as a service and do not imply any endorsement by Goodfynd of the activities or content of these sites, applications or services nor any association with their operators. Goodfynd is not responsible for the privacy policies or practices of any third party including websites or services directly linked to our Site.
4. Social Media Features. Our Sites may include social media features, such as the Facebook “Like” button and widgets, such as the “Share This” button or interactive mini-programs that run on our Sites. These features may collect your IP address, which page you are visiting on our Sites, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Sites. Your interactions with these features are governed by the privacy policy of the company providing it.

## **B. Security**

Goodfynd takes the security of Personal Data seriously. We utilize industry-accepted reasonable security practices and have implemented reasonable technical and organizational measures to protect the confidentiality, security and integrity of your Personal Data. The measures we have implemented take into account the current available security technologies, cost, and risk presented by the type of Personal Data we collect, process and use.

Although we use reasonable security measures to help protect Personal Data against unauthorized disclosure or loss, we cannot guarantee the security of Personal Data transmitted to us over the Internet. While we strive to use commercially acceptable means to protect Personal Data, there is no guarantee that information may not be accessed, disclosed, altered or destroyed.

## **C. Storage and Retention**

The Personal Data that we store is generally stored on Goodfynd’s servers located in the United States. If you are located in another jurisdiction, you should be aware that once your Personal Data is submitted through our Service, it will be transferred to our servers in the United States and that the United States currently does not have uniform data protection laws in place. We will retain Personal Data for as long as necessary to fulfil the purpose for which it was collected or to comply with legal requirements.

## **D. International Users**

We are headquartered in the United States. Personal Data may be accessed by us or transferred to us in the United States or to our affiliates, partners, merchants, or service providers who are located worldwide. If you are visiting our Sites or using our Service from outside the United States, be aware that your information may be transferred to, stored, and processed in the United

States where our servers are located, and our central database is operated. By using our Sites or Service, you consent to any transfer of this information.

We will protect the privacy and security of Personal Data according to this privacy statement, regardless of where it is processed or stored, however you explicitly acknowledge and consent to the fact that Personal Data stored or processed in the United States will be subject to the laws of the United States, including the ability of governments, courts or law enforcement or regulatory agencies of the United States to obtain disclosure of Personal Data.

#### **E. Changes to this Privacy Policy**

Goodfynd reserves the right to update or modify this Privacy Policy from time to time. If we make any material changes to this Privacy Policy or the way we use, share or collect Personal Data, we will revise the “Effective Date” at the top of this Privacy Policy and prominently post an announcement of the changes on our website prior to the new policy taking effect. The changes to the Privacy Policy will become effective within a reasonable period of time after posting the announcement of the changes. We encourage you to review this Privacy Policy regularly to ensure that you are familiar with Goodfynd’s current practices.

#### **F. Privacy Inquiries**

If you have any questions or concerns about this Privacy Policy or our privacy practices, or wish to see the data that we have collected about you please contact us as follows:

- By emailing the Privacy Department at [privacy@goodfynd.com](mailto:privacy@goodfynd.com)
- By mail post to: Attn Goodfynd, 277 South Washington Street, Suite 311, Alexandria Virginia, 22314

Note that requests to see Personal Data collected about you will require identity verification to ensure we are sharing the information with the correct individual.