

PRIVACY POLICY
Last Updated June 17, 2020

Thank you for visiting Green’s Natural Foods (for ease of reference, they are collectively referred to herein as “Company”). As a neighborhood store, we understand our customers’ privacy concerns and created this Privacy Policy so that you know how we use and disclose your information when you make it available to us. The Privacy Policy below discloses our practices regarding information collection and usage for our website(s) www.greensnaturalfoods.com and <https://greensnatural.storebyweb.com>, (the “Sites”). By using or accessing the Sites or the Sites’ products, services or other features (“Services”), you signify your agreement to be bound by our Privacy Policy. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY YOU MAY NOT ACCESS OR OTHERWISE USE OUR SERVICE OR PARTICIPATE IN THE COMPANY SERVICES. The Sites are the property of the Company, referred to in this policy as (“we”, “our”, or “us”).

1. Types of Information Collected:

Personally Identifiable Information: We do not collect personally identifiable information from you unless you voluntarily provide it to us, such as by registering an account with us, signing up for a loyalty program, participating in a contest, promotion, or sweepstakes, submitting an application for employment, or otherwise choosing to share your personally identifiable information with us. The personally identifiable information which you may provide to us could include your: (a) full name; (b) e-mail address; (c) physical address; (d) telephone numbers; (e) date of birth; (f) transaction information, including products purchased, method of payment and amount paid; (g) where applicable, credit card information; and/or (h) any other information requested on an applicable form that specifically identifies you. Please note that some of the information collected may only be gathered on one of the Sites. If you choose to submit content to any public area of the Sites (including without limitation by giving us consent to post your content to any public areas of the Site, or in any other manner permitted by the Site), such content will be considered “public” and will not be subject to the privacy protections set forth herein.

Non-Personal or Aggregate Information: We may collect certain non-personally identifiable information about you when you visit many of the pages of the Sites. This non-personally identifiable information includes, without limitation, your IP type, IP host address, ISP address, cookie IDs and segment IDs associated with cookie IDs, pages viewed and/or search terms entered, browser type, operating system, duration and frequency of visits, anonymous usage statistics including frequency of messaging and interaction with other users, clickstream data other log file data, or social analytics and tracking measurements that do not identify any individual. On mobile devices, we may also collect device type, make and model, operating system, carrier, certain device IDs, and information about the apps you use. Please note that we may use third party service providers to help operate and provide services in connection with our Site and these third party service providers will collect non-personally identifiable information from our Site as well.

We may also aggregate information collected from our users in a manner which does not identify any individual. This may include aggregate or group data that describes demographic, usage or other characteristics of the Sites users as a group (e.g. age, gender and interests).

2. Information Usage:

We will only use your personally identifiable information as described below unless you have consented to another type of use, either at the time the personally identifiable information is collected from you or through some other form or consent from you or notification to you.

By registering with, or providing personally identifiable information on the Sites, you allow us and our affiliates to use your personal information for any purpose related to the operation of the Sites and/or Services. We may disclose personal information to third-party agents and independent contractors that

help us create and/or operate the Sites and/or Services or who are otherwise providing services on our behalf. In addition, if you identify yourself to us by sending us an email with questions or comments, we may use such information (including personal information) to respond to your questions or comments and file your questions or comments for future reference. We may also supplement the information that we collect with information from other sources to assist us in evaluating and improving the Sites and Services, and to determine your preferences so that we can tailor the Sites and Services to your needs.

Your personally identifiable information may be used to send you information about your account status, the Sites and Services, or our other products and services that may be of interest to you.

Registration & Loyalty Programs: When you register an account with us or subscribe to our newsletters or loyalty programs, we may use your personally identifiable information to send you emails about the Sites or Services, exclusive promotions, news about your local store, account information, loyalty program updates and other related information. Your personally identifiable information may also be used to administer your membership or loyalty programs, to better understand your preferences and eligibility for our products and services, and otherwise as consistent with the policies provided herein. Membership in our loyalty and rewards programs allows us to collect information about your transactions including the products purchased, payment method, and amount purchased which we may use to provide certain membership-related communications (such as statements and program updates). We may also use this information to help us provide you with additional personalized marketing, notifications of sales and special events, and other exclusive member-only offers. If you do not wish to receive these additional special offers and notifications, you may so indicate on your online enrollment form or by updating your preferences in your membership profile.

Contests, Promotions, Sweepstakes, Surveys and Polls: From time to time, we may run contests, promotions and/or sweepstakes. If you participate, you may be asked for contact information as well as additional optional survey information (for example, product preferences). All contact information collected from your participation in any of our contests, promotions, sweepstakes, surveys and polls will be provided by you voluntarily and you may choose to disclose this information or not. Any information provided from the abovementioned entries may be used to administer the contests, promotions and/or sweepstakes, to contact you if you win, or otherwise according to and consistent with the policies provided herein. You may also be asked to participate in voluntary surveys in which case, we may anonymize survey information so that it can no longer be identified as the response of a particular individual.

Careers: If you submit an application for employment with the Company, you may be required to provide information to us or authorize a third party to provide personally identifiable information to us in connection with your registration or application for employment. This may include information contained in your profile, resume or in any form that you provide. We will process and retain your information for recruitment purposes which may include immediate or future opportunities. We may disclose this information to our associates or authorized third parties as authorized by applicable law.

We reserve the right to release your personally identifiable information: (i) in the event that we believe that the Sites and/or Services are being or have been used in violation of any law, rule, or regulation, or the terms or policies of our Sites and Services or those of our sponsors or to investigate any foregoing or similar concerns; (ii) if the information is subpoenaed; provided, however, that, where permitted by applicable law, we shall provide you with e-mail notice, and opportunity to challenge the subpoena, prior to disclosure of any personally identifiable information pursuant to a subpoena; or (iii) if Company is sold, merged or acquired; provided, however, that if either is involved in a merger, acquisition or sale of all or a portion of its assets, you will be notified a prominent notice on the Sites or otherwise through public notice of any change in ownership or uses of your personally identifiable information, as well as any choices that you may have regarding your information. Users should also be aware that courts

of equity might have the authority under certain circumstances to permit personal information to be shared or transferred to third parties without permission.

You may notify us at any time that you wish to withdraw or change your consent to our use and disclosure of your information. We will accommodate your request subject to legal and contractual restrictions related to your transactions.

Non-personally identifiable or aggregate information may be shared with any number of parties, provided that such information shall not specifically identify you.

3. Cookies:

When an end-user visits the Sites, we send one (1) or more cookies and/or gif files (collectively, "Cookies") to assign an anonymous, unique identifier to the applicable end-user's computer or other device. A Cookie is a piece of data stored on your hard drive containing non-personally identifiable information about you. Cookies have many benefits to enhance your experience at the Sites. To find out more about Cookies, please visit www.cookiecentral.com. We use Cookies to improve the quality of the Sites and Services, including for storing user preferences, improving ad selection and tracking methods that do not specifically identify any individual, user trends on the site (such as pages opened and length of stay at the Sites). The cookies we use will expire in eighteen months or sooner.

Most Internet browsers are initially set up to accept Cookies, but you can reset your browser to refuse all Cookies or to indicate when a cookie is being sent. To disable and reject certain Cookies, follow the instructions associated with your Internet browser. Even in the case where a user rejects a Cookie, he or she may still use the Sites; provided, however, that certain functions of the Services and/or Sites may be impaired or rendered inoperable if the use of Cookies is disabled. Please note that cookie-based opt-outs are not effective on mobile devices. However, on many mobile devices, users may opt out of certain mobile tracking activities via their device settings.

4. Interest Based Advertising:

We may utilize remarketing technology in connection with Google Analytics and other vendors to collect analytic data and to advertise our products and services on various third party websites across the Internet. Some websites and services deliver these advertisements based upon data that has been previously collected about your past behavior online. We and third-party vendors, including Google, incorporate the use of first-party Cookies (e.g. Google Analytics cookie) and third-party Cookies (e.g. DoubleClick cookie) together to inform, optimize and serve ads based on your past visits to our website. For example, if you have viewed websites about our Sites or other sites related to natural and organic grocery stores, certain third party sites or services may display to you an advertisement for our stores. This kind of targeted advertising is sometimes called interest based or online behavioral advertising. It is generally not based upon your personal information, but rather, upon your online activities.

We do not control such third party websites or services on which these advertisements appear. Further, we do not control how they collect and use data about your online activities. However, you may opt-out of being tracked online by certain companies by visiting <http://www.aboutads.info/choices/> and http://www.networkadvertising.org/managing/opt_out.asp. You may also opt-out of Google Analytics for display advertising and other similar cookie based programs by customizing your cookie setting within your browser or using third party plug-ins for your browser settings within your browser. If you opt-out, you will still receive advertisements, but they will not be delivered to you based upon your behavioral data possessed by the companies from whom you have opted-out. This process relies upon an opt-out cookie, so if you delete your cookies or use a different computer, you will have to repeat this process.

5. Clickstream:

As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a

website's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the website from which you linked to the Site. We may collect and/or use clickstream data to anonymously determine how much time visitors spend on each page of the Site, how visitors navigate throughout the Site and how the Site may be better tailored to meet the needs of visitors. This information will be used to improve the Site and Services. Any collection or use of clickstream data will be anonymous, and will not intentionally contain any personally identifiable information.

6. Security:

We endeavor to safeguard and protect our users' information. The privacy of your personal information is very important to us and when we collect your personally identifiable information online. We use commercially reasonable security measures to protect it from unauthorized access. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information that you transmit to us, and you do so at your own risk.

7. Links to Third Party Sites and Social Media Platforms:

The Sites or advertisements we place may contain links to other websites or applications. Other websites or applications may also reference or link to our Sites. Some of our third-party website or technology partners may place their own cookies and/or other data collection tools on your Internet browser; however, we have no access to or control over these cookies and/or other data collection tools. These other domains, websites and/or apps are not controlled by us. We encourage our users to read the privacy policies of each and every website and application that they interact with. We do not endorse, screen or approve, and are not responsible for the privacy practices or content of such other websites or applications. Visiting these other websites or applications is at your own risk.

The Sites may also contain links to social media platforms, and you may be given the choice of connecting to one or more social media platforms from this Site. If you choose to do so, then depending upon your social media privacy settings, the personal information that you post, transmit, or otherwise make available on the social media platform may be viewed and/or used by others and we will have no control over such viewing and use. We do not control and are not responsible for any use of your information by or through any of the social media platforms. By linking to any social media platform, you will be assuming the risk that the information you provide on that platform may be viewed and/or used by third parties for any purposes and agree that we have no control or responsibility for such third party viewing and uses.

8. Do Not Track:

We do not respond to or honor "do not track" (a/k/a DNT) signals or similar mechanisms transmitted by web browsers. To learn more about how you can exercise choices about the collection and use of certain data online for purposes of targeted advertising, please visit <http://www.aboutads.info/consumers>.

9. Information Relating to Children:

Our Site is designed for those 14 years of age and older. This Site is not intended for, and we do not knowingly collect information from anyone under the age of 14. If we are made aware that we have received such information, or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

10. Visitors Outside the U.S.:

If you are accessing the Sites from outside of the United States, be advised that all information collected through the Sites may be transferred to the United States, or other countries. By viewing the Sites or using our Services you consent to your information being transferred, stored, used and shared within the United States, or other countries according to the terms of this privacy policy.

11. Changes to this Privacy Policy:

We encourage you to periodically review these policies as we may choose to change them occasionally to reflect industry initiatives, changes in the law or technology or changes in our practices regarding information collection, use and disclosure. We reserve the right to change or update this Privacy Policy at any time by posting a notice on the Sites that we are changing our Privacy Policy. We will post such changes here and provide you the opportunity to opt-out of such differing uses. You can determine when this Privacy Policy was last revised by referring to the “Last Updated” legend at the top of this page. Your continued use of the Service following the posting of any changes to this policy means you accept such changes.

12. Right to Opt Out:

You have the right to “opt-out” of certain uses of your personally identifiable information on our Sites. For example, at the time you are requested to provide personal information, you may have the opportunity to elect, or not to elect to: (1) receive correspondences from us, or (2) have your personally identifiable information shared with other entities for marketing purposes. WE WILL NOT SHARE, SELL OR TRADE YOUR PERSONAL INFORMATION WITH OTHER NON-AFFILIATED ENTITIES OUTSIDE THE COMPANY FOR THEIR MARKETING PURPOSES WITHOUT YOUR PERMISSION.

You may also opt-out of our promotional e-mails by clicking on an opt-out link within the e-mail you receive. Please note that there might be a brief delay between when you submit your request to “opt-out” and when it is processed and reflected in our systems; accordingly you may continue to receive communications from us for a limited time after you unsubscribe. Please understand that if you opt-out of receiving promotional correspondences from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

As noted above, you may stop or restrict the placement of cookies on your computer or remove them from your browser by adjusting your web browser preferences. The online advertising industry also provides websites from which you may opt-out of receiving targeted ads from our data partners and our other advertising partners that participate in self-regulatory programs. You can access these, and also learn more about targeted advertising and consumer choice and privacy, at <http://www.aboutads.info> and at <http://www.networkadvertising.org/choices>.

13. Contact Us:

If you have any questions about this Privacy Policy, please e-mail us at info@greensnatural.com.