



Privacy Policy

Eat Safe Verified, Inc.

Last Modified: November 2, 2018

PLEASE READ THIS PRIVACY POLICY CAREFULLY

PURPOSE OF OUR PRIVACY POLICY

This Privacy Policy explains how Eat Safe Verified, Inc. (“ESV”, “we”, “us”, or “our”) collects, shares, stores, and uses Personal Information about you, and how you can exercise your privacy rights. For purposes of this Privacy Policy, “**Personal Information**” means any information which can be reasonably used to identify a particular individual.

Our App (the “App”) helps you gain instant access to information surrounding the food safety, health attributes, manufacturer, and the sourcing details of a food product.

We do not target our App, or our website www.eatsafeverified.com (the “Site”) to children under the age of thirteen and we do not knowingly collect or solicit Personal Information from children under the age of thirteen. If we discover we have collected any information from a child under the age of thirteen, we will delete that information immediately from our system.

This App is not intended to be accessed by, and should not be accessed by, residents of any member state or country of the European Union.

We may update this Privacy Policy at any time, with or without advance notice. If we change our Privacy Policy, we will post the changes to our Privacy Policy page on our App or on our “Site”. We may alert you to such change via e-mail. Your input of Personal Information into our App or Site, or use of our App or Site, constitutes acceptance of this Privacy Policy, and your input of Personal Information or continued use of our App or Site after such changes are posted constitutes acceptance of such revised Privacy Policy. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and that we have collected from you by means of our App or our Site.

If you have any questions or concerns, please contact us by sending us an email to privacy@eatsafeverified.com or by sending a letter to the following address:

Eat Safe Verified, Inc.
5500 Hellyer Avenue
San Jose, CA 95138, USA
Attn: Office of Privacy



PERSONAL INFORMATION WE COLLECT

ESV collects the following information, including Personal Information from and about you:

From your interaction with Marketing, Sales, and Customer Support: We may be collecting the IP address of the device you are using at the time you are using it, and the IP address may not be anonymized. We collect Personal Information that you provide to us, such as your email address, if we expressly request it and if you expressly provide it.

User Analytics Technologies: When you visit our App or Site through your desktop, laptop, or tablet computer, or mobile device, we and our third-party service providers will also collect your IP address, your movement throughout our App or Site, the App or Site you arrive from to access the App or Site, the application or website you visit after you leave our App or Site, and attributes of the device you use to access our App or Site. The technologies we use to track your movements around our App or Site may include tagging technologies, which we may employ to understand your user preferences, improve your experience on our App or Site, and provide more relevant content. In some cases, these technologies are provided by third party vendors. As of the date of this Privacy Policy, we do not use cookies because our analytics are integrated into the programming code of the App. These companies may also transfer this information to other parties where required to do so by law, or where such other parties process the information on their behalf.

Location Information. We, or our third party service providers, collect location information from a variety of sources. You can learn more about, and manage, your location permissions by visiting the location settings tool on your devices.

Links

Our Site or App may contain links to third-party websites or applications. When you click on a link to any other website or application, you will leave our Site or App and go to another website or application where another entity may collect Personal Information or anonymized data from you. We have no control over, do not review, and cannot be responsible for, these outside websites or applications or their content. Please be aware that the terms of this App Privacy Policy do not apply to these outside websites or applications, or to any collection of your Personal Information after you click on links to such outside websites or applications. We encourage you to read the privacy policies of every website or application you visit or use. The links to third party websites or applications are for your convenience and do not signify our endorsement of such third parties or their websites, applications, content, or products.

Do Not Track

Some websites or applications including, without limitation, our Site or App, may be configured to send Do Not Track signals, or users may use similar mechanisms, to indicate a user's preference that certain technologies not be used to track the user's online activity. You should consult our Site or App, or the third party website or applications, for further instructions. Disabling tracking will likely prevent you from using the App.



HOW WE USE YOUR PERSONAL INFORMATION

We may use the information that we collect about you and from you, including Personal Information, for the following purposes:

- **To customize our App:** We seek to improve your experience with our App or Site. As a result, we will analyze data we collect about your use of the App or Site.
- **To communicate with you:** If you request more information about our App or Site, we will contact you using the information you provide us. We may also send you information about our Site or App that may be of interest to you. You may opt-out of receiving email information at any time.
- **To aggregate data:** We may anonymize and aggregate data collected through our Site or App and to create statistics that may be used for any purpose, provided that such statistics do not identify any customers or individuals or contain any Personal Information.
- **Analytics:** We create analytics and reports for external parties, including partners, advertisers, Site or App, third-parties and the public regarding the use of and trends within our Site or App and ads, including showing trends to partners regarding general preferences, the effectiveness of ads and information on user experiences. These analytics and reports may include aggregate or pseudonymized information.

HOW WE MAY DISCLOSE OR SHARE YOUR INFORMATION

We do not sell or otherwise disclose Personal Information we collect about you, except as described in this Privacy Policy or as we disclose to you at the time this information is collected. As described in more detail below, we may share your Personal Information:

- with our partners and third-party service providers. We authorize these service providers to use or disclose the information only as necessary to perform services on behalf of ESV (for example, to support the delivery of, provide functionality on, or help to enhance the functionality or security of our App);
- to any competent law enforcement body, regulatory, government agency, court or other third party where disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, (iii) as may be required under our insurance policies, or (iv) to protect your vital interests or those of any other person;
- to an acquirer, successor, or assignee as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, or in the event of an insolvency, bankruptcy, or receivership in which information is transferred to one or more third parties as one of our business assets; and
- to any other person with your consent to the disclosure.



HOW WE HOLD AND SECURE YOUR INFORMATION

We care about the security of your Personal Information, and take commercially reasonable steps, including technical and organizational measures, to ensure that your Personal Information is treated securely and in accordance with this Privacy Policy. The measures we use are designed to provide a level of security appropriate to the risk of processing your Personal Information. We use on-demand cloud computing platforms, or servers, provided by reputable third-party service providers to store and access your Personal Information. As per our corporate policies, access to the servers is restricted to employees who need such access in order to develop, perform, or maintain the App and use a preassigned user name and password.

HOW LONG WE MAY RETAIN YOUR PERSONAL INFORMATION

We retain Personal Information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service or information you have requested or to comply with applicable legal, tax or accounting requirements).

When we have no ongoing legitimate business need to process your Personal Information, we will either delete or anonymize it or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

YOUR DATA PROTECTION RIGHTS

Reviewing Your Information

If you wish to access, correct, update or request deletion of your Personal Information, you can do so at any time by contacting us at privacy@eatsafeverified.com. Our ability to access, correct, update, or delete your Personal Information throughout our internal systems and backup systems is limited at this time. Specifically, we can manually access, correct, update, or delete your Personal Information manually for information that is stored on our local servers, but may be unable to do so for Personal Information stored on backup servers controlled for third parties.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, and/or comply with legal requirements.

You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing, if any), please contact us at privacy@eatsafeverified.com.

Similarly, if we have collected and process your Personal Information with your consent, then you can withdraw your consent at any time by notifying us and not providing any further Personal Information. Withdrawing your consent will not affect the lawfulness of any processing we



conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted in reliance on lawful processing grounds other than consent.

You have the right to complain to a data protection authority about our collection and use of your Personal Information. For more information, please contact your local data protection authority.

Special Notice to California Residents

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits users of our Site or App who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

HOW TO CONTACT US

Should you have additional questions or concerns about this Privacy Policy, or any comments, concerns or general feedback, or wish to review, modify, or delete any of your Personal Information we may have, please do not hesitate to contact us by sending us an email to privacy@eatsafeverified.com or by sending a letter to the following address:

Eat Safe Verified, Inc.
5500 Hellyer Avenue
San Jose, CA 95138, USA
www.eatsafeverified.com