

# PRIVACY POLICY

Revised: May 15, 2020

Your privacy is important to us. This Privacy Policy explains how Sun Noodle (“**we**,” “**our**,” or “**us**”) collect, use, protect, and disclose information when you access the Sun Noodle website (“**Site**”) or purchase any of our fresh slurp-worthy noodles (“**Products**”). This Privacy Policy also explains your rights and choices for managing your preferences, including opting out of certain uses of your Personal Information.

BY USING THE SITE OR PURCHASING OUR PRODUCTS, YOU ARE AGREEING TO THIS PRIVACY POLICY AND OUR TERMS AND CONDITIONS. PLEASE READ IT CAREFULLY.

## 1. Who This Policy Applies To

Sun Noodle is a family-run business that custom-creates more than 600 types of fresh noodles for premier ramen shops, restaurants and grocery stores. We also make our Products available for our customers to make their own ramen and noodle dishes at home. This Privacy Policy applies to all users of our Site, restaurants, ramen chefs, and home cooks who purchase our Products (“**You**”).

## 2. Information We Collect

We collect information from you that identifies, describes, or is reasonably capable of being associated with you (“**Personal Information**”). Personal Information does not include publicly available information in government records or any data that has been deidentified, aggregated, or otherwise anonymized. We collect the following categories of personal information:

- **Personal identifiers**, such as your name, date of birth, phone number, email address, and postal address.

- **Financial and commercial information**, such as your payment card number, billing address, and related financial information. We also collect transaction information such as your purchasing history.
- **Account information**, if you create an account we also collect your account number, username and password, and similar data.
- **Internet network activity**, such as how you use our Sites, the Products you have viewed, and what website you visit when you leave. We also collect information through cookies and similar technologies that may capture your internet protocol (IP) address, personal device identifiers, the browser you are using, your operating system, ISP information, and similar online identifiers. *(See the Section below on Cookies for more information about how we collect information about your online activity.)*
- **Geolocation information** from your internet protocol (IP) address, which links to the region you live in, or if your location settings on your device are set to share your location with us.
- **Business information**, if we collect some of your personal information as part of a transaction you are conducting on behalf of a restaurant, retail location, or other business that you work for, we may have some information about your name, title, and business contact information.

### 3. How We Use Information

We use the Personal Information we collect for the following business and commercial purposes:

- **Provide you with information or Products** when you agree to receive such information or place an order.
- **Process your transaction** if you place an order.
- **Contact you** about your order, your account, or to provide you information about promotions.

- **Enable you to interact and connect with third-party services** like social media platforms.
- **Analyze and understand how you use and interact with our Site** to develop new products or services, or enhance or improve our existing content, products, and offerings.
- **Improve user experience and enable customizations.**
- **Operate our day-to-day business.**

We will not use the Personal Information we collect for materially different purposes without first making reasonable efforts to notify you.

### **3. When We May Share and Disclose Information**

To accomplish the purposes listed above, we share the Personal Information we collect with:

- **Service providers**, including businesses, professionals, or technical support providers who help us operate our business by doing things like processing your payment, shipping your order, or analyzing sales data to help us develop new products.
- **Marketing Partners**, such as vendors who help us place ads, customize them to certain audiences or users, understand whether those ads succeed, and improve our marketing efforts. We may also share with our marketing partners that may have offers of interest to you.
- **Legal Matters; Safety**, we may be permitted or required by law to access and disclose your information, for example to respond to subpoenas, judicial orders, or government requests and investigations. We may disclose your information to protect the security of our Sites, servers, network systems, and databases. We also may disclose your information as necessary, if there has been a violation of: our Terms and Conditions; legal document or contract to which we are a party; or the rights of any third party.

- **Sale or Transfer of Business or Assets**, 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 such a sale or transfer occur, we will use reasonable efforts to require that the transferee use Personal Information in a way that is consistent with this Privacy Policy.

#### **4. Shopify, Inc.**

Shopify provides our online e-commerce platform and allows us to provide you with fresh and delicious Products. When you make a purchase through Shopify, you may have to create an account and register with Shopify (“**Shopify Account**”). By signing up for a Shopify Account and using any Shopify Services, you are agreeing to be bound by Shopify’s Privacy Policy and Terms of Services and those policies and terms govern your transaction and use of Shopify. The data you provide to Shopify is stored through Shopify’s data storage, databases, and the general Shopify mobile application.

#### **5. Cookies and Ads Policy**

We may collect Personal Information through cookies, tags, pixels, beacons, and similar tracking technologies (“Cookies”).

##### **a. About Cookies and Interest-Based Advertising**

A Cookie is a small piece of text placed on your website browser, device, or hard drive when you visit a website or use an application. These Cookies may be operated by us or our third-party business partners and marketing providers. We may serve these advertisements to you directly or our marketing providers may serve them on our behalf. You can discover more about Cookies and how they work at Cookiepedia.

##### **b. How We Use Cookies**

Our Site uses cookies for the following reasons:

- **Functionality:** Our Site uses cookies to make the Site function properly.
- **Security:** Our Site uses cookies to help detect fraud and abuse, including malicious attempts to access an account without authorization.
- **Analytics:** Our Site uses cookies to gather usage and performance data.
- **Social media:** Our Site contains social media plug-ins and other options for you to share and connect your experiences on social media websites, applications, or platforms. These social media sites then use this information to provide you with customized content and advertisements.

### c. How to Control Cookies

If you wish to prevent cookies from tracking your activity on our Site or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set. ***If you block cookies, certain features on our Site may not work.*** For more information on how you can customize your browser's cookie setting please visit the link to your web browser below:

- Chrome\_
- Google
- Safari\_
- Internet Explorer\_
- Mozilla\_

You may opt-out of interest-based advertising by visiting the Digital Advertising Alliance's or Network Advertising Initiative's websites. We are not responsible for the completeness, effectiveness, or accuracy of any third party opt-out options or programs.

## 6. Managing Your Information Preferences and Opting Out

You can review, correct, update, and under certain circumstances, delete your Personal Information by accessing your account or contacting us at [privacy@sunnoodle.com](mailto:privacy@sunnoodle.com).

You can opt out of receiving marketing e-mails from us, however, we may still send you e-mails about the status of your account or important information about the Site or

Products. If you have questions regarding this Privacy Policy, please contact us at [optout@sunnoodle.com](mailto:optout@sunnoodle.com).

## **7. Your California Rights**

For our customers who are California residents, you may have additional rights over Personal Information.

*If we have collected your personal information because you contacted us or placed an order on behalf of a restaurant, retailer, or other business as part of your employment duties, this section does not apply to you. If you are not a California resident, this section also does not apply to you.*

### **a. The Right to Request More Information**

You may have the right to request more information about how we treated your personal information in the past 12 months, including:

- The categories of personal information we collected about you;
- The categories of sources from which we collected that information;
- Our business or commercial purpose for collecting that information;
- The categories of third parties with whom we shared that information; and
- The specific pieces of personal information we collected about you.

### **b. The Right to Request Access**

You also may have the right to request access to your personal information.

### **c. The Right to Request Deletion**

Under certain conditions, you may have the right to request that we delete your personal information. Please note that simply logging out or uninstalling an app does not delete your account or the personal information we may have collected.

### **d. How to Exercise these Rights**

To submit a request to exercise these rights you may contact us at:

1-844-SNOHANA (1-844-766-4262)

snohana@sunnoodle.com

For all requests, please clearly state that the request is related to “Your California Privacy Rights” and provide your name, street address, city, state, zip code and an e-mail address or phone number where you may be contacted.

If you make a request, we will acknowledge we have received it within ten days and we have forty-five days to respond to you.

**e. Verification**

Before we can respond to your request, we must verify your identity using Personal Information. If we are not able to verify your request we will contact you for more information. If we are unable to verify your identify after a good faith attempt, we may deny the request and, if so, will explain the basis for the denial.

**f. Designating an Authorized Agent**

You may designate someone to submit requests and act on your behalf (an “Authorized Agent”). To do so, you must provide us with written permission to allow your Authorized Agent to act on your behalf.

**g. Do Not Track Requests**

As described above, we use cookies to collect information about your internet activity to help us provide you with relevant advertisements, incentives or offers. Some web browsers or smartphones have the ability to set “**Do Not Track**” requests to block user activity from being tracked across web pages or devices. Our Site does not recognize “Do Not Track” signals.

**h. Third-Party Marketing and Selling**

We do not provide your information to third parties for their direct marketing purposes. Neither do we intend to sell your personal information to third parties without providing you notice and an opportunity to opt out.

**i. No Discrimination**

We will not unlawfully discriminate against you for exercising any of these rights.

## **7. Compliance with Laws and Law Enforcement**

We cooperate with government, law enforcement officials, and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate to respond to legal requests (including court orders and subpoenas), to protect the safety, property, or rights of our company or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

## **8. Be Careful When You Share Information with Others**

Please know whenever you share information on any public area of the Site, that information may be accessed by others. In addition, when you share information in any other communications with third parties, that information may be passed along or made public by others. This means that anyone with access to such information can use it for any purpose, including sending unsolicited communications.

## **9. Security**

We maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. While we strive to protect information transmitted on or through the Site, we cannot and do not guarantee the security of any information you transmit on or through the Site.

## **10. Links**

Our Site may contain links to other websites or allow others to send you such links. A link to a third party's website does not mean we endorse it or that we are affiliated with it. We do not exercise control over third-party websites, so we are not responsible for



how they treat your Personal Information. Always read the privacy policy of a third-party website before providing any information to the website.

### **11. Children's Privacy**

The Site is intended for users who are 18 years old or older. We do not knowingly collect Personal Information from children under the age of 13. If we learn we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records. If you are a parent of a child and believe we have collected your child's information contact us at [privacy@sunnoodle.com](mailto:privacy@sunnoodle.com).

### **12. Processing in the United States**

Please be aware that your Personal Information and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location. By using the Site or purchasing our Products, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information and communications will be governed by the applicable laws in the United States.

### **13. Privacy Policy Changes**

We may change this Privacy Policy from time to time. If we change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Site. Those changes will go into effect on the "Revised" date in the revised Privacy Policy. By continuing to use the Site or purchasing our Products, you are consenting to the revised Privacy Policy.

### **14. Contact Us**

If you have questions about this Privacy Policy or how we treat your Personal Information contact us at [privacy@sunnoodle.com](mailto:privacy@sunnoodle.com).

**Please print a copy of this privacy policy for you records and PLEASE check the Site frequently for any changes.**