

## **MAV FARM, INC. PRIVACY POLICY**

*Last modified November 1, 2017.*

This is the Privacy Policy (“**Privacy Policy**”) of Mav Farm, Inc. (“**Mav Farm**”, “**we**” or “**us**”). This Privacy Policy explains how we collect, use and store the information we obtain from or about you when you use our website [www.mav.farm](http://www.mav.farm) (the “**Website**”), our related mobile device application (the “**App**”), and any other related content, features, content, materials, applications, and/or services (collectively the “**Services**”) offered by Mav Farm, Inc. This Privacy Policy is not a contract and does not create any legal rights or obligations. By using the Services, you accept the Privacy Policy and you expressly consent to our collection, storage, use and disclosure of your information as described in this Privacy Policy. Capitalized terms used but not defined herein have the meanings given to them in our Terms of Use.

### **INFORMATION WE COLLECT**

Through the Service we collect “**Non-Personal Information**” and “**Personal Information.**” Non-Personal Information includes information that cannot be used to personally identify you, such as your IP address, information about your device, anonymous usage data, general demographic information we may collect, preferences you submit and preferences that are generated based on the data you submit. Personal Information includes information that can be linked to a specific individual, such as a name, address, phone number, payment information, email address, login information for third party sites and other information which you submit to us through the Service.

### **Information You Provide Us**

When you create an Account using the Services, we will ask you to provide us with your phone number. When using the Services you can elect to provide us with your email address, first name, last name, address, and photos of yourself. In addition, if you want to be able to purchase products via the Services, our third party payment processor will also collect your credit card information, billing address, email address, first name, last name and shipping address.

### **Information Collected Automatically from Your Use of the Service**

In connection with your use of the Service, we will obtain information about the device you use to access the Service, including without limitation the hardware model, operating system and version, browser type, mobile network information and IP address. If the App crashes or experiences other errors, we will receive diagnostic information from your device that will help us to identify and fix errors in our software. We may also collect information about the location of your device depending on the permissions you have set on your device.

We use “cookies” to store and sometimes track user Non-Personal Information. A cookie is a small amount of data that is sent to your browser from a web server and stored on your device. A website or service can use cookies to recognize repeat users or track web usage behavior. You should be aware that Non-Personal Information and data may be automatically collected by virtue of the standard operation of our servers or through the use of cookies. You should be aware that we cannot control the use of cookies (or the resulting information) by third parties. The use of third party cookies is not covered by our Privacy Policy. We do not have access or control over these cookies. We do not track users across third party websites, and therefore do not use or respond to “do not track” signals in your web browser.

We also use “pixel tags” (also referred to as clear gifs or web beacons). Pixel Tags are tiny graphic images with a unique identifier, similar in function to cookies, that are used to track online movements of web users. In contrast to cookies, which are stored on a user’s device, pixel tags are embedded invisibly in web pages. Pixel tags also allow us to tell whether e-mails we send to users have been opened to ensure that we are sending only messages that are of interest to our users.

We may also use services hosted by third parties, such as Mixpanel, a mobile application and web analytics service provided by Mixpanel, Inc. (“**Mixpanel**”), to assist in providing the Services. Mixpanel uses cookies and web beacons to help us analyze: how users use the Services, when users use the Services, how users come to use the Services, what devices and operating systems users use the Services with, where users use the Services and how long users use the Services. Mixpanel may also provide us with a user’s age, user name, real name, and location. The information generated by the cookie or web beacon about your use of the Services (including your IP address) will be transmitted to, and stored by, Mixpanel on their servers. Mixpanel will use this information for the purpose of evaluating your use of the Services, compiling reports on activity on the Services for us and providing other services relating to activity on the Services and Internet usage. Mixpanel may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Mixpanel’s behalf. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of the Services. By using this Services, you consent to the processing of data about you by Mixpanel in the manner and for the purposes set out above. Mav Farm is not responsible for the accuracy of any information provided by Mixpanel or any other third parties or third party policies or practices.

### **Our Policies Concerning Children**

We are committed to complying with all aspects of the Children’s Online Privacy Protection Act (“**COPPA**”). We do not knowingly collect or solicit Personally Information from anyone under the age of 13 or knowingly allow such persons to register an Account on our Services. If you are under 13, you may not attempt to use or register an Account on our Service or otherwise send any Personally Information about yourself to us, including your name, address, telephone number, or email address. In the event that we learn that we have collected Personally Information from a child under the age of 13, we will use commercially reasonable efforts to promptly delete that information. If you believe that we might have any information from or about a child under the age of 13, please send a detailed message to [support@mav.farm](mailto:support@mav.farm).

## **HOW WE USE AND SHARE INFORMATION**

### **Personal Information**

Personal Information you provide to us is used to help us communicate with you and to provide you with the Service. For example, we use Personal Information to: (i) register and service your Account, (ii) solicit feedback and respond to your questions, (iii) provide technical support, (iv) inform you about products, promotional offers, contests and events, (v) enhance our data security and fraud prevention capabilities, and (vi) create aggregated statistical data. We may also share your Personal Information with our third party service providers (e.g., payment processors, hosting or web service providers, software developers, etc.) in order to allow them to provide services to us with respect to the Service. If you elect to purchase products from Brands or Retailers on the Services, we will transmit Personal Information to such Brands and Retailers as necessary in order to allow them to process your transaction. We have mechanisms in place to ensure that any third parties with whom we share your Personal Information maintain the confidentiality and security of that information. These third parties are prohibited from using

your Personal Information for any purpose other than to provide assistance to the Services. We will not sell or rent your Personal Information to third parties.

### **Non-Personal Information**

We use Non-Personal Information to help us improve the Services and customize and enhance the user experience. We also may aggregate Non-Personal Information in order to track trends and analyze use patterns on the Services. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion (including aggregated and/or anonymized Non-Personal Information about our users and their use of the Services).

### **Mergers, Acquisitions and Similar Business Transactions**

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, or in the event of our bankruptcy or insolvency, your Personal Information as well as Non-Personal Information may be among the assets transferred to a third party. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy.

### **Sharing Information with the Government or As Otherwise Required by Law**

We cooperate with government and law enforcement officials to enforce and comply with the law. We may therefore disclose information we have about you if we have a good faith belief that it is reasonably necessary to: (a) satisfy any applicable law, regulation, legal process or enforceable governmental request; (b) enforce our Terms of Use, including investigation of potential violations thereof; (c) detect, prevent, or otherwise address fraud, security or technical issues; (d) respond to claims that any of your information violates the rights of third parties; or (e) protect against harm to the rights, property or safety of Mav Farm, our users or the public as required or permitted by law.

### **Data Retention**

We will retain the Personal Information you provide us, or that is generated or collected automatically, for as long as is necessary to provide the Service to you. We will retain the Non-Personal Information in anonymized and aggregated form indefinitely. You may also contact us at [support@mav.farm](mailto:support@mav.farm) and request deletion of your information at any time.

### **THIRD PARTY LINKS**

We may provide links on the Services to third party websites, such as sites operated by Brands, Retailers, service providers or merchants. If you follow links to sites not affiliated or controlled by Mav Farm, you should review the privacy and security policies and other terms and conditions of such sites. Mav Farm does not guarantee and is not responsible for the privacy or security of these sites, including the accuracy, completeness, or reliability of their information.

### **YOUR PREFERENCES**

You may access, update, or remove any Personal Information we have collected about you through the Services or by contacting us at [support@mav.farm](mailto:support@mav.farm). We may require additional information from you to allow us to confirm your identity. We also may not remove your Personal Information if it is published by another user in any video or comment on our Services to the extent your information was publicly posted.

If you'd prefer not to receive information about products, promotional offers, contests and events from us via email, you may opt out by using the "unsubscribe" feature on such emails. However, we still require a working email address to be on file with your account in order to use the Services.

If you do not want information to be collected through the use of cookies, your device may allow you to reject cookies. However, not accepting cookies may result in some features of the Services which require the use of cookies being unavailable to you.

You can choose whether or not to allow the Services to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information, some parts of the Services may then be inaccessible or not function properly.

If you are a California resident, you may choose to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes or choose to opt out of such disclosure. To make a request or to opt out at any time, please contact us at [legal@mav.farm](mailto:legal@mav.farm).

## **DATA SECURITY**

Mav Farm and our service providers implement security measures designed to protect your information from unauthorized access, disclosure or accidental loss or destruction of Non-Personal Information and Personal Information. We utilize appropriate physical, technical and administrative safeguards designed to protect the information we collect from or about our users. However, please be aware that no method of transmitting data over the internet and no method of electronic data storage is 100% secure, and we are unable to guarantee the absolute security of the Personal Information we have collected from you. Our databases are located within the United States. If you access our Services from outside the United States, you consent to the transfer, processing, and storage of that data in the United States.

## **CHANGES TO OUR PRIVACY POLICY**

We may occasionally update this Privacy Policy. When we do update this Privacy Policy, we will also revise the "Last Updated" date at the top of the Privacy Policy. If we make changes to this Privacy Policy that, in our discretion, we consider significant, we will post the updated Privacy Policy on the Service and we may also send e-mails to our users who have created an account containing a link to the revised Privacy Policy. Please review this Privacy Policy periodically to stay informed about how we are protecting the Personal Information we collect. If you continue to use the Service after we post an update to this Privacy Policy, you indicate your acceptance of the updated Privacy Policy.

## **CONTACT US**

If you wish to access, delete or correct your information, or if you have any questions regarding this Privacy Policy or the practices of the Service, please send us an email to [support@mav.farm](mailto:support@mav.farm) or by letter at 1837 N La Brea, Apt. 12, Los Angeles, CA 90046.