OLIPOP PBC Privacy Policy

Effective Date: October 16, 2023

Scope of this Policy

This privacy policy applies to:

- OLIPOP PBC and our affiliates ("OLIPOP," "we," "us," "our").
- OLIPOP's online properties, including our websites, and websites or mobile applications that link to it, and our social media pages or handles ("Sites").

This Policy applies when you interact with us through our Sites. It also applies anywhere it is linked. It does not apply to third-party websites, mobile applications, or services that may link to the Sites or be linked to from the Sites. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

We may change this Policy from time to time. If we do, we will notify you by posting the updated version.

Information We Collect

We collect information from you directly, from the devices you use to interact with us, and from third parties. We may combine information from the Sites together and with other information we obtain from our business records. We may use and share information that we aggregate (compile to create statistics that cannot identify a particular individual) or de-identify (strip information of all unique identifiers such that it cannot be linked to a particular individual) at our discretion.

Information you give us

You may provide the following information to us directly:

- Contact and professional information, including name, postal address, email address, telephone number, and job title, as well as company name and size.
- Account registration information.
- Demographic information.
- Payment information, including credit card information.
- Content you may include in surveys, panels, or market research responses.
- Information contained in your communications to us, including communication to customer service.
- Information you provide when participating in special events, promotions, contests or sweepstakes.
- Information you make available to us via a social media platform.
- Any information or data you provide by interacting in our online forums and chatrooms, or by commenting on content posted on our Sites. Please note that these comments are also visible to other users of our Sites.
- Information you submit to inquire about or apply for a job with us.

• Any other information you submit to us.

Information we collect automatically

We and partners working on our behalf may use log files, cookies, or other digital tracking technologies to collect the following information from the device you use to interact with our Sites. We also create records when you make purchases or otherwise interact with the Sites.

- Device information, including IP address, time zone or location, device identifiers, mobile ad identifiers, device model and operating system, mobile network carrier, and details about your web browser.
- Analytical information, including details about your interaction with our website, app, and electronic newsletters.
- Diagnostic information, including web traffic logs.
- Advertising information, including special advertising and other unique identifiers that enable us
 or third parties working on our behalf to target advertisements to you. Please be aware that our
 advertising partners may collect information about you when you visit third-party websites or use
 third-party apps. They may use that information to better target advertisements to you on our
 behalf.
- Business record information, including records of your purchases of products and services.

The following is a list of our partners who collect the information described above. Please follow the links to find out more information about the partner's privacy practices.

Partner	Information Type Collected	Purpose	
<u>Amazon</u>	User behavior	Personalized Advertising	
<u>Criteo</u>	Personal information (hashed email addresses, IP, user behavior)	Digital Advertising	
<u>Ecocart</u>	EcoCart collects technical information about your device and how you use EcoCart to make sure that our products are working right, to help calculate the carbon emissions generated by your order(s), and to detect and prevent fraud	Carbon Neutral Orders	
Google Ads	User behavior on website	Personalized advertising	

Google Analytics	User behavior on website thacounts page views, number of unique visitors and other statistics.	Analytics		
<u>Google Tag</u> <u>Manager</u>	User behavior on website	Analytics		
Klaviyo	Event data, user profile data, catalog data	Email		
<u>Meta</u>	Information collected for interest- based advertising	Personalized Advertising		
<u>Postscript</u>	Phone number	SMS		
Steel City Media	User behavior on website	Digital Advertising		
<u>Talkable</u>	Personal data customer provides (name, address, email address)	Referral Program		
<u>Triple Whale</u>	Personal information and user behavior on website	Analytics		
<u>YouTube</u>	User behavior on website	Digital Advertising		
<u>TikTok</u>	Personal information	Personalized Advertising		

Information We Collect From Other Sources

We may collect the following information about you from third-party sources.

- Contact information, demographic information, and information about your interests and purchases, from consumer data providers.
- Information about your interests, activities, and employment history from social networks and other places where you choose to share information publicly.
- Information about your interaction with advertisements on our Sites, or ads that we place on third party websites, from online advertising companies.
- If you decide to invite others to the Sites, we will collect your and the other person's names, email addresses, and/or phone numbers to send an email or text message and follow up with the other person. You agree that you will obtain the other person's consent before giving us his or her contact information. You also agree that you will not send us the contact information of a minor. We will inform any other person you invite that you gave us his or her information in the invitation email.

How We Use Your Information

We may use any of the information we collect for the following purposes.

• Service functionality: To provide you with our products and services, including to take steps to enter a contract for sale or for services, process payments, fulfill orders, send service communications (including renewal reminders); to provide information, content, products or

- services that you request; to notify you about any changes to our products and services; and conduct general business operations, such as accounting, recordkeeping, and audits.
- **Service improvement**: To improve and grow our services, including to develop new products and services and understand how our Sites are being used, our customer base and purchasing trends, and the effectiveness of our marketing.
- Personalization: To offer you recommendations and tailor the Sites to your preferences.
- Advertising and marketing: To send you marketing communications; conduct surveys, contests, sweepstakes, and promotions; personalize the advertisements you see on our Sites and third-party online properties; and measure the effectiveness of our advertising. We may share your information with business partners, online advertising partners, and social media platforms for this purpose.
- **Security**: To protect and secure our Sites, assets, network, and business operations, and to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal.

• **Legal compliance**: To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with applicable legal requirements.

How We Share Your Information

We may share any of the information we collect with the following recipients.

- Affiliates: We share information with other members of our group of companies.
- Service providers: We engage vendors to perform specific business functions on our behalf, and they may receive information about you from us or collect it directly. These vendors are obligated by contract to use information that we share only for the purpose of providing these business functions, which include:
 - Supporting service functionality, such as vendors that support payment processing, customer service and customer relationship management, content management, freight services, list cleansing, postal mailings, and communications (email, fax).
 - Auditing and accounting firms, such as firms that assist us in the creation of our financial records.
 - Professional services consultants, such as firms that perform analytics, assist with improving our business, provide legal services, or supply project-based resources and assistance.
 - Analytics and marketing services, including entities that analyze traffic on our online properties and assist with identifying and communicating with potential customers as well as with marketing automation.
 - Security vendors, such as entities that assist with security incident verification and response, service notifications, and fraud prevention.
 - o *Information technology vendors*, such as entities that assist with website design, hosting and maintenance, data and software storage, and network operation.
 - o Marketing vendors, such as entities that support distribution of marketing emails.
- Business partners: From time to time, we may share your contact information with other organizations for marketing purposes.
- Online advertising partners: We partner with companies that assist us in advertising our
 products, including partners that use cookies and online tracking technologies to collect
 information to personalize, retarget, and measure the effectiveness of advertising.
- Social media platforms: If you interact with us on social media platforms, the platform may be
 able to collect information about you and your interaction with us. If you interact with social
 media objects on our Sites (for example, by clicking on a Facebook "like" button), both the
 platform and your connections on the platform may be able to view that activity. To control this
 sharing of information, please review the privacy policy of the relevant social media platform.
- Government entities/Law enforcement: We may share information when we believe in good faith that we are lawfully authorized or required to do so to respond to lawful subpoenas, warrants, court orders, or other regulatory or law enforcement requests, or where necessary to protect our property or rights or the safety of our employees, our customers, or other individuals.

Other businesses in the context of a commercial transaction: We may change our ownership or
corporate organization. We may transfer to another entity or its affiliates or service providers
some or all information about you in connection with, or during negotiations of, any merger,
acquisition, sale of assets or any line of business, change in ownership control, or financing
transaction. We cannot promise that an acquiring party or the merged entity will have the same
privacy practices or treat your information as described in this policy.

Security

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Sites. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

Your Options and Rights Regarding Your Information

Your Account: Please visit <u>your account page</u> to update your account information. If you do not have an online account, you may contact us to rectify, remove or complete the information that is incorrect, unnecessary, lacking or outdated, and we will try to make the requested changes as soon as possible.

Email Unsubscribe: If you do not wish to receive marketing information from us or wish to opt out of future email promotions from us, please contact us. Please note that all promotional email messages you receive from us will include an option to opt out of future email communications.

Ad Choices: You have options to limit the information that we and our partners collect for online advertising purposes.

- You may disable cookies in your browser or mobile device using their settings menus. Your
 mobile device may give you the option to disable advertising functionality. Because we use
 cookies to support Site functionality, disabling cookies may also disable some elements of our
 online properties.
- The following industry organizations offer opt-out choices for companies that participate in them: the Network Advertising Initiative, the Digital Advertising Initiative.

 Interactive Digital Advertising Initiative.
- You may use our cookie settings menu.
- You may contact us directly.

Location: If we request it, you may give your consent through options available on your device or in the application to our use of location data. You may also withdraw such consent at any time from the options menu in your account, or by contacting us.

If you exercise these options, please be aware that you may still see advertising, but it will not be personalized. Nor will exercising these options prevent other companies from displaying personalized ads to you.

If you delete your cookies, you may also delete your opt-out preferences.

Do Not Track: Your browser or device may include "Do Not Track" functionality. The information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy, whether a Do Not Track signal is received.

Jurisdiction-specific rights: You may have certain rights with respect to your personal information depending on your location or residency. Please see "privacy disclosures for specific jurisdictions" below. Please contact us to exercise your rights.

Special Information for Job Applicants

When you apply for a job with us, we may collect information from you, including:

- Information you provide in connection with your application.
- Information that you make available in your social media accounts.
- Information about you that is available publicly.
- Information that you authorize us to collect via third parties, including hiring software, former employers or references.

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy practices of these third-party services. Please review their privacy policies carefully prior to submitting your application materials.

Other Important Information

Data retention

We may store information about you for as long as we have a legitimate business need for it.

Cross-border data transfer

We collect, process, and store your information in the United States. The laws in the United States regarding information may be different from the laws of your country. Any such transfers will comply with safeguards as required by relevant law.

Information about children

The Sites are intended for users age sixteen and older. We do not knowingly collect information from children. If we discover that we have inadvertently collected information from anyone younger than the age of 13, we will delete that information. Please contact us with any concerns.

Privacy Disclosures for Specific Jurisdictions

California

Your California Privacy Rights; "Shine the Light" Law

We do not share your personal information with third parties for those third parties' direct marketing purposes.

California Consumer Privacy Act

The California Consumer Privacy Act ("CCPA") provides California residents with rights to receive certain disclosures regarding the collection, use, and disclosure of information about them, as well as rights to know/access, correct, delete, and limit disclosure of personal information. You have the right to be free from discrimination based on your exercise of your CCPA rights. To the extent that we collect personal information that is subject to the CCPA, that information, our practices, and your rights are described below.

Notice at Collection Regarding the Categories of Personal Information Collected

You have the right to receive notice of the categories of personal information we collect and the purposes for which we use personal information. The following table summarizes the categories of personal information we collect, the categories of sources of that information, and whether we disclose, sell, or share that information to service providers or third parties, respectively, and the criteria we use to determine the retention period for such information. The table also summarizes the categories of "sensitive" personal information that we collect, the purposes for which such information is used, and whether we sell or share such information. The categories we use to describe personal information are those enumerated in the CCPA. We collect this personal information for the purposes described in "how we use information."

Category	Information Type	Source	We disclose to:	We sell to/share with:
Identifiers	. Contact information or personal characteristics (name; email address; postal address; telephone number) Social media handles	You; our social media pages; subscription service providers	Service Providers	Business partners
Financial	· Payment card data	You	Service	Not sold/shared
Information	· Bank account information		Providers	
Commercial	· Transaction information	You	Service	Not sold/shared
Information	Billing and payment records		Providers	
	· Order history			
Geolocation	· Coarse (information that	You; our	Service	Advertising
Information	describes location at ZIP code-level or less precision)	analytics and advertising partners	Providers	partners (coarse location only)
Internet or	· IP address	You; our	Service	Advertising

Electronic	· Device identifier (e.g., MAC)	analytics and	Providers	partners
Network Activity Information	. Advertising identifier (e.g., IDFA, AAID)	advertising partners		
	 Browser information Information provided in URL string (e.g., search keywords) Cookie or tracking pixel information 			

	 Information about your interaction with our website, app, email correspondence, or products Browsing history Search history Diagnostic information (e.g., crash logs, performance data) 			
Professional or	· Current employer	You	Service	Not sold/shared
Employment-	· Job title		Providers	
Related	· Salary			
Information				
Education	· Education history	You	Service	Not sold/shared
Information	· Level of education		Providers	
Inferences Drawn About You	 User profile reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes 	You; our analytics and advertising partners	Service Providers	Advertising partners
Content of Communications	 Contents of phone calls, emails, or text messages Photos 	You	Service Providers	Not sold/shared
Contacts	 List of contacts that you supply to us List of contacts we collect from your device with your permission 	You	Service Providers	Not sold/shared

We determine the retention period for each of the categories of personal information listed above based on (1) the length of time we need to retain the information to achieve the business or commercial purpose for which it was obtained; (2) any legal or regulatory requirements applicable to such information; (3) internal operational needs; and (4) any need for the information based on any actual or anticipated investigation or litigation.

Entities to whom we disclose information for business purposes are *service providers*, which are companies that we engage to conduct activities on our behalf. We restrict service providers from using personal information for any purpose that is not related to our engagement.

Entities to whom we "sell" or with whom we "share" information are *third parties*. Under the CCPA, a business "sells" personal information when it discloses personal information to a company for monetary or other benefit. A company may be considered a third party either because we disclose personal information to the company for something other than an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for purposes unrelated to the service it provides to us.

Your rights under the CCPA

- Opt out of sale or sharing of personal information: You have the right to opt out of our sale or sharing of your personal information to third parties. To exercise this right, please visit our <u>Do Not</u> <u>Sell or Share My Personal Information</u> webpage or <u>contact us</u>. Please be aware that your right to opt out does not apply to our disclosure of personal information to service providers.
- Limit the use of your sensitive personal information: You have the right to limit our use of your sensitive personal information if we use such information to infer characteristics about you. To exercise this right, please visit our Limit the Use of My Sensitive Personal Information webpage or Contact us. Your right to limit our use of such information is subject to exception.
- Know and request access to and deletion of personal information: You have the right to request access to personal information collected about you and information regarding the source of that personal information, the purposes for which we collect it, and the third parties and service providers with to whom we sell or disclose it. You also have the right to request in certain circumstances that we delete personal information that we have collected directly from you. Please contact us to exercise these rights.

Financial Incentives. We may offer you the opportunity to participate in special promotions and programs from time to time. Your participation is voluntary. If we provide this offer, we will obtain your consent to collect your Personal Information in connection with your participation. We will collect name; email address; and phone number; which we use to facilitate your participation in the program and to market to you. If we run the program jointly with a business partner, we may disclose the information to that business partner.

You may opt in to one of our programs or sign up for our email newsletter, using the means we present to you, such as an online registration page, at the time we make the offer. You may opt out of these programs or emails at any time by following the instructions in the <u>"Contact"</u> section.

The program we offer may qualify as a financial incentive program (FIP) under California law. We are required to explain how the value you receive from FIPs is reasonably related to the value that we receive from the Personal Information you provide to us. We use the Personal Information you provide to market to you, including by sending you direct marketing emails. We disclose the Personal Information you provide to business partners because it gives them an opportunity to find new audiences that may like their products. These activities generate revenue for us that we believe is reasonably related to the benefit

you receive from participating in our programs, or enrolling in our email newsletter, namely the ability to receive discounts. Our good faith estimate of the value of your Personal Information is \$18.48. OLIPOP has calculated that consumers' data that OLIPOP collects, based on collection through email sign up on our website, participating in our referral program and participating in our affiliate program, is reasonably related to the value of what consumer's receive, namely through discounts on our website, commission or store credit on our website.

Nevada

Residents of the State of Nevada have the right to opt out of the sale of certain pieces of their information to third parties. Currently, we do not engage in such sales. If you are a Nevada resident and would like more information about our data sharing practices, please contact us.

Colorado, Connecticut, Utah, and Virginia

Residents of the States of Colorado, Connecticut, Utah, and Virginia have the following rights:

- Opt out of "sales" of personal information and use of their personal information for "targeted advertising," as those terms are defined under applicable law.
- Opt out of "profiling" under certain circumstances, as defined under applicable law. (Residents of Colorado, Connecticut, and Virginia only.)
- Confirm processing of and access to personal information under certain circumstances.
- *Correct personal information* under certain circumstances. (Residents of Colorado, Connecticut, and Virginia only.)
- Delete personal information under certain circumstances.

Residents of these states can exercise their rights by contacting us at using one of the methods listed below.

Appeals

Residents of Colorado, Connecticut, and Virginia also have the right to appeal a denial of their request by contacting us as described in the notice of denial.

Contact information, submitting requests, and our response procedures

Contact

Please contact us if you have questions or wish to take any action with respect to information to which this privacy policy applies.

Email: hello@drinkolipop.com

Telephone: (510) 560-5709

Mail:

OLIPOP. Inc

360 Grand Avenue

#259

Oakland, CA 94610

Making a request to exercise your rights

Submitting requests: You may request to exercise your rights by submitting the form on this page or making a request using the contact information above.

If you are a California resident, you may authorize another individual or a business registered with the California Secretary of State, called an authorized agent, to make requests on your behalf.

We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

Verification: We must verify your identity before responding to your request. We verify your identity by asking you to provide personal identifiers that we can match against information we may have collected from you previously. We may need to follow up with you to request more information to verify identity.

We will not use personal information we collect in connection with verifying or responding to your request for any purpose other than responding to your request.