

## **That Simple, LLC Website Privacy Policy**

That Simple LLC, (“That Simple”) is committed to maintaining vigorous privacy protections for its users. Our Privacy Policy is designed to help you understand how we collect, use and safeguard the information you provide to us and assist you in making informed decisions when using our services. For the purposes of this agreement, this Privacy Policy applies to and governs data collection and usage on the Company’s website which can be accessed at [www.thatsimplecooking.com](http://www.thatsimplecooking.com) (“Website”). Unless otherwise noted, all references to the Company include the Website. By accessing our Website and its services, you accept our Privacy Policy, and you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

### **Collection of your Personal and Non-Personal Information**

We collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you voluntarily submit and number of clicks. Personal Information includes your first and last name and email address which you voluntarily provide to the Company website. You may be required to provide certain personal information to the Company when you elect to use certain products or services available on the Website. These may include, but are not limited to: (a) registering for an account on our website; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our website. We will use your Personal Information for, but not limited to, communicating with you in relation to services and/or products you have requested from us or to inform you of other products or services available from the Company and its affiliates. We also may gather additional personal or non-personal information in the future.

### **Registering for an account**

In addition to the information provided automatically by your browser when you visit the website, to become a subscriber to the Company’s services you will need to create a personal profile. You can create a profile by registering and entering your personal email address, and creating a username and a password. By registering, you are authorizing the Company to collect, store and use your email address in accordance with this Privacy Policy.

### **Sharing Information with Third Parties**

Except as otherwise stated in this Privacy Policy, the Company does not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent.

The Company may share data with trusted partners who are performing services for the Company by helping to perform statistical analysis, sending emails or postal mail, providing customer support, or arranging for deliveries. All such third parties are prohibited from using your personal information except to provide these and other services to the Company and they are required to maintain the confidentiality of your information. However, this Privacy Policy does not limit in any way the Company’s use or disclosure of Non-Personal Information and the Company reserves the right to use and disclose such Non-Personal Information to partners, advertisers and other third parties at the Company’s discretion.

The Company may disclose your Personal Information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the Company or the Company's website; (b) protect and defend the rights or property of the Company; and/or (c) act under exigent circumstances to protect the personal safety of users of the Company, or the public.

### **Tracking User Behavior**

In an effort to improve the quality of service and your experience while accessing the Company's website, the Company may track information provided by your browser or by the Company's software application. The Company may keep track of the websites and pages users visit within the Company's website in order to determine what services are most popular. This data is used to deliver customized content and advertising to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by the Company's website. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Company Website.

### **Use of Cookies**

The Company's website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize the Company's pages, or register with the Company's site or services, a cookie helps the Company to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Company website, the information you previously provided can be retrieved, so you can easily use the Company's features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Company's services or websites you visit.

### **Links**

As part of the Company's services, the website may provide links to other sites. However, the Company is not responsible for the content or privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by the Company's website. Therefore, this Privacy Policy does not apply to your use of a third-party's website accessed by selecting a link on the Company's website. To the extent that you access or use the third-party's website, then the privacy policy of that website or application will apply to your access or use of that website or application. The Company strongly encourages

our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Security of your Personal Information**

The Company implements security measures designed to protect your information from unauthorized access, use or disclosure. The Company uses the following methods for this purpose: *SSL Protocol*.

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol. While we strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. By using the Company's website you acknowledge and agree that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through the Company's website cannot be guaranteed.

In the event, the Company undergoes a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of the Company's assets may continue to process your Personal Information as set forth in this Privacy Policy.

### **Minor Children**

Neither the Company's services nor website is directed to anyone under the age of eighteen (18). The Company does not knowingly collect or solicit personally identifiable information from children under the age of eighteen. If you are under the age of eighteen, you must ask your parent or guardian for permission to use the Company's website.

### **E-mail Communications**

From time to time, the Company may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you open an email from the Company or click on a link therein.

You have the right at any time to prevent the Company from contacting you for marketing purposes. If you would like to stop receiving marketing or promotional communications via email from the Company, you may opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out, the Company may continue to send administrative emails including but not limited to periodic updates to the Privacy Policy.

### **Changes to this Statement**

The Company reserves the right to change this Privacy Policy at any time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the website and/or services available through this website after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

**Contact Information**

The Company welcomes your questions or comments regarding this Privacy Policy. If you believe that the Company has not adhered to this Statement, please contact us at:

That Simple, LLC  
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Suite 3420  
Atlanta, GA 30305

Email Address:  
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Effective as of August 15, 2022