



Jones Soda Privacy Policy

January 19, 2024

Jones Soda Co., including our affiliates Jones Soda Co. (USA) Inc., Jones Soda Co. (Canada) Inc., Lemoncocco, and Mary Jones (collectively referred to as “Jones Soda”) understands that you care about how we collect, use, and share information when you interact with our websites, mobile applications, social media sites and handles, email, and online services (our “Services”), and we value the trust you place in us. This Privacy Policy explains:

- the types of information we collect through our Services;
- how we use and protect that information;
- the types of information we may share with others and under what circumstances;
- the choices you have regarding our collection, use, and sharing practices; and
- details regarding our use of third-party cookies and other tracking technologies.

We also include special disclosures for residents of California.

This Policy applies when you interact with us through our Services. It also applies anywhere it is linked. It does not apply to non-Jones Soda websites and mobile applications that may link to the Services or be linked to from the Services; please review the privacy policies on those websites and applications directly to understand their privacy practices.

Information We Collect

Information you give us

Our Services may permit you to enter contact information and other information about you. We collect and store any information you enter on our Services. This includes:

- Contact and demographic information.
- Information you provide when you make a purchase through our website.
- Information you provide when you submit a photograph that we may put on a label.
- Any information or data you provide by interacting with content posted on our Services, such as in our Jones Soda Photo Gallery. Please note that these interactions are also visible to other users of our Services.
- Information you provide when you complete a survey or participate in a contest or sweepstakes.
- Information you submit to inquire about or apply for a job with us.
- If you contact us, we may keep a record of that correspondence and any contact information provided.

When you engage in a transaction using a credit or debit card on our site, we use a payment processor to process your payment; Jones Soda does not collect or store payment card information.



Information We Collect From Other Sources

We may also receive information about you from other parties:

- Information about your interaction or ads that we place on third party websites, from online advertising companies.

If you decide to invite others to the Services, we will collect your and the other person's names, email addresses, and/or phone numbers in order 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.

Information We Collect Automatically

When you interact with the Services, we collect certain information about your use of our Services automatically. This includes:

- Analytics about your interaction with our Services, including traffic data, location data, weblogs and other communication data, the resources that you access, and how you reached our Services.
- Details regarding the device you use to access our Services, including, but not limited to, your IP address, operating system, and browser type.
- Information about how you interact with our ads and newsletters, including whether you open or click links in any correspondence.
- Information that you make available to us on a social media platform (such as by clicking on a social media icon linked from our Services), including your account ID or username and other information included in your posts.

Cookies and Other Tracking Technologies

We use cookies and other technologies to provide features on our Services. We also partner with other companies that use these technologies to collect information about your use of our Services and your interaction with advertisements served on our behalf.

The types of cookies and tracking technologies our partners use can be categorized as:

Analytics: These technologies help us to understand how visitors interact with our Services by collecting and reporting information about how you and your device interact with the Services.

Personalization: These technologies allow us to serve relevant advertising to you on other websites or apps.

Marketing: These items are used to deliver advertising that is more relevant to you and your interests. They may also be used to limit the number of times you see an advertisement and measure the effectiveness of advertising campaigns. Advertising networks usually place them with the website operator's permission.

Below is a list of these partners with links to more information about their use of your information and any options they may make available regarding tracking.



Category	Partner	Further Information
Analytics, Personalization and Marketing	Google	Opt-Out
Marketing	Facebook	Opt-Out
Analytics	Pinterest	Opt-Out
Marketing	Bing Ads	Opt-Out
Analytics	LinkedIn	Opt-Out
Marketing	Twitter	Opt-Out

Combination of Information

We may combine information from the Services together and with other information we obtain from our business records.

How We Use Your Information

We may use the information we collect about you for the following purposes:

- To provide you with our products and services, including to take steps to enter into a contract for sale or for services, process payments, fulfill orders, send service communications, and conduct general business operations such as accounting, recordkeeping, and audits.
- To give recommendations, deliver personalized marketing and advertising to you about our products and services, and to enable additional features on our Services and to provide you with a personalized service.
- To provide you with the best service and improve and grow our business, including to understand how our Services are being used, understand our customer base and purchasing trends, understand the effectiveness of our marketing, and develop new products and services.
- To protect and secure our Services, assets, network, and business operations, and to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal.
- To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with legal requirements regarding the provision of products and services.

How We Secure the Information We Collect From or About You

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. 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.

How We Share Your Information

We share information as follows:

Service Providers: We engage vendors to perform functions on our behalf, and they may receive information



about you. These vendors are obligated by contract to use information that we share only for the purpose of providing these services. The business functions our vendors support include: billing and collection; auditing and accounting; professional services; analytics services; security; IT; and marketing emails.

Online Advertising Partners: We partner with companies that assist us in advertising about our Services to others who may be interested in the Services. These companies may use tracking technologies on our website to collect or receive information from the Services and elsewhere on the internet and then use that information to measure and target ads.

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 Services (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.

We share data with other members of our group of companies who covered by this Privacy Policy.

Government Entities: We may also share data 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 Clients, or other individuals.

Potential Purchasers of Our Business: We may change our ownership or corporate organization while providing the Services. 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 the same as described in this Policy.

We may use and share at our discretion data that has been aggregated (information that has been compiled into summaries) or de-identified (information that has been stripped of all unique identifiers such that it cannot be linked to a particular individual).

Cross-border Transfer of Data

If you use our Services outside of the United States, you understand that we may collect, process, and store your information in the United States and other countries. 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. By using the Services, you consent to the collection, international transfer, storage, and processing of your data.

Our Practices Regarding Information Belonging to Children

The Services are intended for users age thirteen and older. Jones Soda does 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.

Content

All content submitted to the Jones Soda App and/or Jones Soda Gallery is reviewed. Jones Soda reserves the



right, in its sole discretion, to deem any content objectionable; we aim to remove objectionable content within 24 hours of posting. To report objectionable content found on the Jones Soda App or Jones Soda Gallery, please visit our Contact Us page at www.jonessoda.com/pages/contact-us.

Your Options and Rights Regarding Your Information

Your Account: Please visit the Account login page to update your address information and order subscription.

Email Unsubscribe: If at any time you would like to unsubscribe from receiving future emails, you can click the unsubscribe link at the bottom of any email newsletter, or email us at info@jonessoda.com and we will promptly remove you from all correspondence.

Ad Choices: You can learn more about ad serving companies and the options available to limit their collection and use of your information by visiting the websites for the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#). Similarly, you can learn about your options to opt out of mobile app tracking by certain advertising networks through your device settings and by resetting the advertiser ID on your Apple or Android device.

Please note that opting out of advertising networks services does not mean that you will not receive advertising while using our Services or on other websites, nor will it prevent the receipt of interest-based advertising from other companies that do not participate in these programs. It will, however, exclude you from interest-based advertising conducted through participating networks, as provided by their policies and choice mechanisms. If you delete your cookies, you may also delete your opt-out preferences.

Most web browsers automatically accept cookies but, if you prefer, you can usually modify your browser setting to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Services may not be available, work, or work as designed. You may also be able to opt out of or block tracking by interacting directly with the other companies who conduct tracking through our Services.

Your browser or device may include "Do Not Track" functionality. We do not honor Do Not Track signals at this time.

Your California Privacy Rights

California Consumer Privacy Act

The California Consumer Privacy Act ("CCPA") provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of information about them, as well as rights to know/access, delete, and limit sharing 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. You also have the right to know about the sources of the personal information and to whom it is disclosed or sold. The categories we use below to describe personal information are those enumerated in the CCPA.

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

Entities to whom we “sell” information are third parties. Under the CCPA, a business “sells” personal information when it discloses it to a company for monetary or other benefit. A company may be considered a third party either because the purpose for its sharing of personal information is not for an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for other purposes.

We collect this personal information from the sources described in the Information We Collect section [above](#) for the purposes described in the How We Use Your Information section [above](#).

Information Type	Collected	Disclosed to?	Sold to?
<i>Personal Identifiers</i>	<ul style="list-style-type: none"> Contact information (name, phone number, address) Social media handles and account information Unique identifiers (such as those assigned in cookies) 	Service Providers	Advertising partners
<i>Payment Information</i>	<ul style="list-style-type: none"> Payment card data 	Service Providers	Not sold
<i>Protected Classifications</i>	<ul style="list-style-type: none"> Age Date of Birth Gender 	Service Providers	Not sold
<i>Commercial Information</i>	<ul style="list-style-type: none"> Transaction information Billing and payment records Order history 	Service Providers	Not sold
<i>Geolocation Information</i>	<ul style="list-style-type: none"> Precise (e.g., via street address in our Product Locator tool) Coarse information (e.g., ZIP code, IP address) 	Service Providers	Advertising partners
<i>Internet or Electronic Network Activity Information</i>	<ul style="list-style-type: none"> IP address Device identifier (e.g., MAC) Advertising identifier (e.g., IDFA, AAID) Information provided in URL string (e.g., search keywords) Cookie or tracking pixel information Information about your interaction with our website, app, or email correspondence 	Service Providers	Advertising partners
<i>Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information</i>	<ul style="list-style-type: none"> Call recording (e.g., customer service calls) Photographs 	Service Providers	Not sold
<i>Inferences Drawn About You</i>	<ul style="list-style-type: none"> User profile Interests Preferences 	Service Providers	Not sold



We do not collect health information.

Personal information may be disclosed in additional, more limited circumstances, as described in How We Share Your Information [above](#).

Right to Opt Out of Sale of Personal Information to Third Parties

You have the right to opt out of any sale of your personal information by Jones Soda to third parties. To exercise your right to opt out of the sale of your personal information, please visit our "[Do Not Sell My Personal Information](#)" webpage.

Please note that your right to opt out does not apply to our sharing of personal information with service providers.

Right to 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 whom we share it. You also have the right to request in certain circumstances that we delete personal information that we have collected directly from you. 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. How

to Submit an Access or Deletion Request

You may submit a request to exercise your rights to know/access or delete your personal information through the following means:

- (1) By filling out our [Consumer Rights Request Form](#).
- (2) By emailing us at info@jonessoda.com.

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 through these means.

Verification Procedures

In order to process your request to know/access or delete personal information we collect, disclose, or sell, we must verify your request. We verify your identity by asking you to provide personal identifiers we can match against information we may have collected from you previously and confirm your request using the email or telephone account stated in the request.

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.

Notice Regarding Participation in Financial Incentives



We may run promotions from time to time whereby we incentivize a customer to provide certain pieces of information with us or allow us to retain or share their information; for example, we may offer a one-time discount if an individual signs up for our email marketing list. We will provide you with more information about these incentives when you sign up, and participation is voluntary. If you change your mind, you may opt out at any time.

Special Information for Job Applicants

When you apply for a job with Jones Soda, we collect certain information about you as outlined in this Policy. Information may be collected about you in multiple ways: you may provide it to us in connection with your application; we may make observations in the application process or collect information from public information sources; or you may authorize us to collect information from other sources, such as a former employer or reference.

The following table describes our practices with regard to information submitted in the job application process. If you use our website in the job application process, additional information may be automatically collected, as described above.

Information Type	Collected	Disclosed to?	Sold to?
<i>Personal Identifiers</i>	<ul style="list-style-type: none">• Contact information (name, phone number, address)• Social media handles and account information	Service Providers	Not sold
<i>Protected Classifications</i>	<ul style="list-style-type: none">• Race and ethnicity• Date of Birth	Service Providers	Not sold
<i>Geolocation Information</i>	<ul style="list-style-type: none">• Coarse information (e.g., ZIP code, IP address)	Service Providers	Not sold
<i>Professional or Employment-Related Information</i>	<ul style="list-style-type: none">• Current employer• Employment history	Service Providers	Not sold
<i>Education Information</i>	<ul style="list-style-type: none">• Education history• Level of education	Service Providers	Not sold

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.

Information for Individuals Located in the EEA, U.K., and Switzerland

We process “Personal Data,” as that term is defined in the EU General Data Protection Regulation, on the following legal bases: (1) with your consent; (2) as necessary to perform our agreement to provide Services; and (3) as necessary for our legitimate interests in providing the Services where those interests do not override your fundamental rights and freedom related to data privacy. Information we collect may be transferred to, and stored and processed in, the United States or any other country in which we or our affiliates or subcontractors maintain facilities, as described above.

Users that reside in the European Economic Area (“EEA”), U.K., or Switzerland have the right to lodge a complaint about our data collection and processing actions with the supervisory authority concerned. Contact details for data protection authorities are available [here](#).



If you are a resident of the EEA, U.K., or Switzerland, you have certain rights. We may require you to provide us with information so that we can verify you prior to giving you access to any records containing information about you. These rights include the ability to do the following:

- Request from us access to information held about you or request transmission of your data to a third party.
- Request that we rectify inaccurate or incomplete information we hold about you.
- Request that we erase data when such data is no longer necessary for the purpose for which it was collected, when you withdraw consent and no other legal basis for processing exists, or when you believe that your fundamental rights to data privacy and protection outweigh our legitimate interest in continuing the processing.
- Request that we restrict our processing if there is a dispute about the accuracy of the data, if the processing is unlawful, if the processing is no longer necessary for the purposes for which it was collected but is needed by you for the establishment, exercise or defense of legal claims, or if your request to object to processing is pending evaluation.
- Object to processing of your personal data based on our legitimate interests or for direct marketing (including profiling). We will no longer process the data unless there are compelling legitimate grounds for our processing that override your interests, rights, and freedoms, or for the purpose of asserting, exercising, or defending legal claims.
- Withdraw your consent at any time, if we are processing your personal data based on your consent.

To submit a request to exercise your rights, please fill out a [GDPR request form](#) or contact us at info@jonessoda.com. We may have a reason under the law why we do not have to comply with your request, or may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

Residents of the EEA, U.K., or Switzerland may contact our GDPR Representative at: Osano

International Compliance Services Limited
ATTN: D3MT
25/28 North Wall Quay
Dublin 1, D01 H104 Ireland

Changes to This Policy

We may make changes to this Policy from time to time. The “Effective Date” at the top of this page indicates when this Privacy Policy was last revised. We may also notify you in other ways from time to time about the collection, use, and disclosure of your personal information described in this Policy.

For questions about our privacy practices, contact us at:

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