

Privacy Policy

Date of Last Revision: October 23, 2023

About Fresh, Inc. (“About Fresh”) aims to strengthen communities by getting fresh produce to the households that need it the most. About Fresh seeks to carry out this mission through the Fresh Truck Mobile Market and Fresh Connect prepaid-card program (collectively, our “Services”). This Privacy Policy describes the privacy practices of About Fresh, and how we handle personal information (“Personal Data”) that we collect through our website www.aboutfresh.org (our “Site”), and our Services.

To enable our Fresh Connect program, we may receive protected health information (“PHI”) from our health care provider partners across the United States. Please note that this Privacy Policy does not apply to this information. We process PHI as instructed by the health care providers in accordance with the terms of our agreements with those providers.

Information We Collect

Personal Data That You Provide

When you access or use our Services, or otherwise engage with us, we may collect the following information about you:

- **Contact Information**, such as your first and last name, email address, telephone number, and mailing address.
- **Payment information**, such as your credit / debit card information, banking information, shipping address, and billing address when you make a donation or use our e-commerce platform. This information is processed by our third-party payment processor, WOOCcommerce. We do not have access to payment card numbers. For more information on how WOOCcommerce handles these transactions, please visit WOOCcommerce’s privacy policy [here](#).
- **Communications**, that we exchange with you, including when you contact us with questions, feedback or otherwise.
- **Any other information you choose to provide**, including when you submit content to our blog, complete a webform, or submit any other information through our Site.

Personal Data We Obtain From Third Parties

We may combine Personal Data about you with information we obtain from other sources, such as:

- **Social media information.** We may maintain pages on social media platforms and other third-party platforms. When you visit or interact with our pages on those platforms, the platform provider’s privacy policy will apply to your interactions and their collection, use and processing of your Personal Data. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.

- **Personal Data received from other non-profits.** About Fresh may receive Personal Data from other non-profits with complementary missions, with the goal of reaching as many people as possible who are in need of our Services. We will treat such Personal Data in accordance with this Privacy Policy.

Personal Data We Collect Automatically

When you visit our Site, or use our Services, we collect information about the Services you have used and how you have used them. Examples of this information include:

- Usage information on our Site (e.g., pages you visit on our Site, webpage from which you linked to our Site);
- Time and date of your activities;
- Location from which you browsed our Site;
- Device ID;
- IP address;
- Browser type and computer version;
- Name of your internet service provider; and
- Operating system version.

We use the following tools for automatic data collection:

- **Cookies.** In operating our Site, we may use technology called “cookies.” A cookie is a piece of information that the computer that hosts our Site gives to your browser when you access it. Our cookies help provide additional functionality to our Site and help us analyze the usage of our Site more accurately. For instance, our Site may set a cookie on your browser that allows you access to our Site without needing to remember and enter a password more than once during a visit to our Site.
- **Web Beacons (clear GIFs).** We may also employ a software technology called clear GIFs that help us better manage content on our Site by informing us what content is effective. Clear GIFs (a.k.a. Web Beacons) are tiny graphics with a unique identifier, similar in function to cookies, which we use to track the online movements of web users. In contrast to cookies, which are stored on a user’s computer hard drive, clear GIFs are embedded invisibly on webpages and are about the size of the period at the end of this sentence. We may tie the information gathered by clear GIFs to our customers’ Personal Data. We may use clear GIFs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

How We Use Personal Data

We will use Personal Data in the following ways:

To Operate Our Services

- To provide, operate, maintain, secure and improve our Site and our Services.
- To process your donations or payments on our e-commerce platform.
- To communicate with you about our Services, including by sending you announcements, updates, and administrative messages.
- To respond to your requests, questions and feedback.

For Compliance and Protection

This includes:

- Complying with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.
- Protecting our, your or others' rights, privacy, safety, or property (including by making and defending legal claims).
- Auditing our internal processes for compliance with legal and contractual requirements as well as our internal policies.
- Enforcing the terms and conditions that govern our Services.
- Preventing, identifying, investigating and deterring fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

For Marketing

We may send you direct marketing communications, including, but not limited to, sending newsletters or publications, and notifying you of events via postal mail, email, telephone, text message, and other means.

For Research and Development

We may create and use de-identified information for our business purposes, including to analyze the effectiveness of our Services, to improve and add features to our Services, and to analyze the general behavior and characteristics of users of our Services. We may use this anonymous, aggregated, or de-identified data and share it with third parties for our lawful business purposes.

How We Disclose Personal Data

About Fresh does not sell Personal Data. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may disclose Personal Data with certain third parties, as set forth below:

- **Our Customers:** We may disclose Personal Data about individuals taking part in certain programs with the customer running the program. For example, we may disclose an individual's transaction information (amount spent, location, time) with their sponsoring health care provider.
- **Service Providers:** About Fresh, like many non-profit organizations, sometimes hires third party companies to perform certain business-related functions that help us provide our Services and run our organization. Examples of such functions include: mailing information, maintaining databases and the provision of other IT services, and processing payments.
- **Professional Advisors:** We may disclose Personal Data to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services which we have retained them to render to us.
- **Business Transfers:** In the event of a transaction or proposed transaction involving the transfer of substantially all of the assets of About Fresh to another entity, whether an affiliate or a third party, or in connection with a bankruptcy, we may share Personal Data in the diligence process or to otherwise facilitate the transaction, and with individuals assisting in the transaction or in connection with a bankruptcy. Personal Data may also be one of the transferred assets as part of the transaction or bankruptcy.
- **Legal Requirements:** About Fresh may disclose Personal Data if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, such as to comply with any valid legal process, governmental request, or applicable law, rule, or regulation, (ii) protect and defend the rights or property of About Fresh, our users or others, (iii) act in urgent circumstances to protect the personal safety of users of our Site or the public, or (iv) protect against legal liability.

Your Privacy Choices

Access or Correct Your Information

To keep your Personal Data accurate, current, and complete, you may contact us as specified in the "Contacting About Fresh" section below. We will take reasonable steps to update or correct Personal Data in our possession that you have previously submitted via our Site.

Online Tracking Opt-Out

- **Blocking cookies in your browser.** Most browsers let you remove or reject third-party cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit <http://www.allaboutcookies.org>.
- **Using privacy plug-ins or browsers.** You can block our Site from setting cookies by using a browser with privacy features, like Brave, or installing browser plugins like Privacy Badger, Ghostery, or uBlock Origin, and configuring them to block third party cookies/trackers.
- **Google Analytics.** We use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyze how users use our Site and enhance

our user experience. For more information on how Google uses this data, go to policies.google.com/technologies/partner-sites. You can also opt out of Google Analytics by downloading and installing the browser plug-in available at: https://tools.google.com/dlpage/gaoptout_

Opt Out of Marketing Communications

If you sign up for marketing communications, you may also opt out at any time from such communications by following the opt-out or unsubscribe instructions contained in the marketing communication we send you. Note that you may still receive transactional messages such as confirmations of donations and other messages required for About Fresh to provide its Services.

“Do Not Track” Signals

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. Our Site do not currently respond to "Do Not Track" or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com/>.

Children’s Data

About Fresh does not knowingly collect Personal Data from children under the age of 13. If you are under the age of 13, please do not submit any Personal Data through our Site. If you have reason to believe that a child under the age of 13 has provided Personal Data to About Fresh through our Site, please contact us, and we will endeavor to delete that information from our databases.

Links to Other Websites

This Privacy Policy applies only to our Site. Our Site may contain links to other websites not operated or controlled by About Fresh (the “Third Party Sites”). The policies and procedures we described here do not apply to the Third Party Sites. The links from our Site do not imply that About Fresh endorses or has reviewed the Third Party Sites. We suggest contacting those sites directly for information on their privacy policies.

Data Security

About Fresh uses organizational, technical and administrative measures designed to protect against unauthorized access, misuse, loss, disclosure, alteration and destruction of Personal Data we maintain. However, no Internet or e-mail transmission is ever fully secure or error free. While we strive to protect your Personal Data, we cannot guarantee the security of Personal Data.

Job Applicants

When you visit the Careers portion of our Site, we collect the information that you provide to us in connection with your job application. This includes but is not limited to business and personal contact information, professional credentials and skills, educational and work history and other information of the type that may be included in a resume. This may also include diversity information that you voluntarily provide. We use this information to facilitate our recruitment activities and process employment applications, such as by evaluating a job candidate for an employment activity, to monitor recruitment

statistics and to respond to surveys. We may also use this information to provide improved administration of the services and as otherwise necessary (i) to comply with relevant laws or to respond to subpoenas or warrants served on us, (ii) to protect and defend our or others' rights or property, (iii) in connection with a legal investigation and (iv) to investigate or assist in preventing any violation or potential violation of the law, this Privacy Policy or our terms of use.

Changes to About Fresh's Privacy Policy

About Fresh reserves the right to update or modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you.

Contacting About Fresh

For questions, you can reach us by email at info@aboutfresh.org