

## Mendocino Farms Privacy Policy [6/30/2020]

To view this notice in a printable PDF format, please click [here](#).

Mendocino Farms Sandwich Market (“Mendocino Farms”) understands that you care about how we collect, use, and share information when you interact with us at our stores or through our websites, social media sites and handles, email, online services, and app (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.
- details regarding [our use of third-party cookies](#) and other tracking technologies

This Policy applies when you interact with us in our stores or through our Services. It also applies anywhere it is linked. It does not apply to non-Mendocino Farms websites and mobile applications that may link to the Services or be linked to or 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*

Some of the Services may include features or services that permit you to enter contact information and other information about you. We collect and store any information you enter on our Services. This includes:

- Email address information when subscribing to our email newsletters.
- Information you provide when you complete a survey administered by us or a service provider acting on our behalf.
- Information you may 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 visit a Mendocino Farms restaurant, we collect payment information should you choose to use a payment card to complete a transaction. We use a payment processor when you engage in this; Mendocino Farms does not itself store payment card information. If you redeem an offer received by mail, we may associate that order with the contact information used to send the mailing.

We work with certain other companies to facilitate online purchases (“Service Partners”):

- Customers can place an online order on our website. When you elect to place an order online for curbside pickup, you direct us to share information about you with our vendor, FlyBuy, as necessary to complete the transaction. The data collection and use practices for information shared with FlyBuy is subject to FlyBuy’s privacy policy
- We partner with a number of platforms to facilitate delivery orders, including DoorDash, Caviar, UberEats, Postmates, and Ritual. If you elect to place an order through one of these platforms, you are directing the platform to share information about you as necessary to complete the transaction. These platforms handle all payments submitted via their services and do not share the credit card information with us.
- Large groups can place catering orders on our website through MonkeySoft Solutions, Inc. (“MSI”). The data collection and use practices for information you enter on this platform is subject to MSI’s privacy policy. When you elect to place a catering order online, you direct MSI to share the details of your order with us, as well as any contact and demographic information you provide when completing forms or registering to use the catering portal. MSI handles all payments submitted via its service and does not share the credit card information with us.
- Through Paytronix, customers can place orders using our app and purchase gift cards on our website. The data collection and use practices for information you enter on these platforms is controlled by Paytronix’s privacy policy. When you elect to place an order through our app or purchase a gift card online, you direct Paytronix to share the details of your order with us, as well as any contact and demographic information you provide when completing forms or registering to use the ordering portal. Paytronix handles all payments submitted via its services and does not share the credit card information with us.

We treat any information shared with us by these Service Partners in accordance with this Policy.

#### *Information We Collect From Third Parties*

We work with marketing partners to identify individuals who may be interested in Mendocino Farms and receive information about these individuals. This information may include name, contact information, and certain demographic information.

#### *Information We Collect Automatically*

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

- Details of your visits to our site and information generated in the course of the use of our site (including the timing, frequency, and pattern of service use) including, but not limited to, traffic data, location data, weblogs and other communication data, the resources that you access, and how you reached our site.

- 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.

Much of this information is collected through cookies, web beacons, and other tracking technologies, as well as through your web browser or device. Mendocino Farms relies on partners to provide many features of our sites and Services using data about your use of Mendocino Farms and other sites.

Below is a list of these partners with links to more information about their use of your data and how to exercise your options regarding tracking.

Category	Partner	Further Information
Analytics	Google	<a href="#">How Google uses information from sites or apps that use our services</a>
Personalized Advertising and Social Media	Facebook	<a href="#">Data Policy</a>

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. At this time, Mendocino Farms does not respond to browser “Do Not Track” signals.

### **How We Use and Protect Your Information**

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

- To provide you with great food
- To provide you with the best service and improve and grow our business, including by understanding our customer base and purchasing trends and understanding the effectiveness of our marketing.
- To understand how our Services are being used, track site performance, and make improvements.
- To deliver tailored advertising to individuals who pay be interested in our services and measure the effectiveness of ads.

- To evaluate your application for employment, if you have applied for a job at Mendocino Farms.
- To detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal, 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**

- Service Providers: We engage the following types of vendors to perform functions on our behalf such as: payment processors; online ordering; auditing and accounting firms; professional services consultants; providers of analytics services; security vendors; and IT vendors.
- Service Partners: As described above, we partner with vendors who provide services associated with engaging in virtual transactions with Mendocino Farms. These vendors collect data directly from you, and their privacy policies may also apply.
- Companies involved in advertising: 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 use that information to provide measurement services and target ads.

### **Additional Information About our Data Collection and Sharing Practices**

#### *Sharing of Aggregated Data*

We may share aggregated or de-identified data at our discretion, including with marketing agencies, media agencies and analytics providers. These other companies will not be able to relate this data to identifiable individuals.

#### *Combination of Information*

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

#### *Change of 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 the same as described in this Policy.

### *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 U.S. regarding information may be different from the laws of your state or 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.

### *Your Options and Rights Regarding Your Information*

Please visit the [Order Portal](#) to update your contact information and payment method. 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 [privacy@mendocinofarms.com](mailto:privacy@mendocinofarms.com) and we will promptly remove you from all correspondence. 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](#), the [Digital Advertising Alliance](#), and the [European Interactive Digital Advertising Initiative](#). 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.

### **Your California Privacy Rights**

The California Consumer Privacy Act (“CCPA”) provides California residents with rights to receive certain disclosures regarding the collection, use, and sharing of “Personal Information,” as well as rights to know/access, delete, and limit sharing of Personal Information. The CCPA defines “Personal Information” as “information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.” Certain information we collect may be exempt from the CCPA because it is considered public information (i.e., it is made available by a government entity) or covered by a specific federal privacy law, such as the Gramm–Leach–Bliley Act, the Health Insurance Portability and Accountability Act, or the Fair Credit Reporting Act. To the extent that we collect Personal Information that is subject to the CCPA, that information, our practices, and your rights are described below.

### *Right to 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 those categories of Personal Information will be used. This notice should be

provided at or before the time of collection. The categories we use to describe the information are those enumerated in the CCPA.

- Personal Identifiers:
  - We collect your name, phone number, and email address and contact address when you engage in a transaction with us via internet or phone, such as by placing an online order, placing a catering order, or purchasing an e-gift card. If you choose to create an account for online ordering, you will also be asked to create a username, and we will assign one or more unique identifiers to your profile. We also collect your name, contact information, and demographic information from third parties to identify potential customers. We use this information to respond to your requests, provide the Services, and send information and advertisements to you.
  - We collect your social media handle and basic account information when you interact with our Services through social media.
  - We collect a unique numerical identifier, assigned to you by a first-party cookie, automatically when you use our Services in order to identify you, provide the Services, keep you logged in to the Services, prevent fraud, and provide you with targeted information and offers.
  - We collect payment information when you provide it to us, which may include your credit card number, when you complete a transaction. We use this information to streamline and facilitate payments and transactions. Mendocino Farms does not store your credit card number.
  - We do not collect your Social Security number, Driver's License number, or Passport number.
  - We do not collect any medical information or health information about you.
  - We collect your IP address automatically when you use our Services. We use this information to identify you, gauge online activity on our website, measure the effectiveness of online services, applications, and tools, and serve targeted advertisements based on your online activities.
  - We collect your Device ID automatically when you use our Services. We use this information to monitor your use and the effectiveness of our Services, to identify you, and to provide you with targeted information and offers.
- Protected Classifications:

If you apply for a job with us, we may ask you to provide us with information about your gender or racial or ethnic origin. Provision of this information is voluntary and will not affect your candidacy. We do not otherwise collect your gender, racial or ethnic origin, or sexual orientation.

- Commercial Information:

When you engage in transactions with us, we create records of goods or services purchased or considered, as well as purchasing or consuming histories or tendencies. We use this information to measure the effectiveness of our Services and to provide you with targeted information, advertisements and offers.

- Biometric Information:

We do not collect information about your physiological, biological, or behavioral characteristics.

- Internet or Other Electronic Network Activity Information:

We collect information about your browsing history, search history, and interactions with websites, and/or applications advertisements automatically when you utilize our Services. We use this information to gauge online activity on our website, measure the effectiveness of online services, applications, and tools, and to serve targeted advertisements based on your online activities.

- Geolocation Data:

We collect your IP address automatically when you use our Services. We do not collect your precise location (e.g., your GPS coordinates).

- Audio, electronic, visual, thermal, olfactory, or similar information:

We may collect your photographic or video image if you visit one of our restaurants. We use this information to monitor our customer service, maintain the security of our systems and physical locations, and train employees.

- Professional or employment-related information:

If you apply for a job with us, we collect information about your current employer and your employment history. We use this information to evaluate your candidacy and to conduct background and other screening activities.

- Education information:

If you apply for a job with us, we collect information about the institutions you have attended and the level of education you have attained. We use this information to conduct background and other screening activities, and to promote our Services to others.

- Inferences drawn to create a profile about a consumer reflecting the consumer's preferences or characteristics:

We may analyze your likely preferences through a series of computer processes. On some occasions, we may add our observations to your internal profile. We use this information to gauge and develop our marketing activities, measure the appeal and effectiveness of our

Services, applications, and tools, and to provide you with targeted information, advertisements, and offers.

We may use any of the categories of information listed above for other business or operational purposes compatible with the context in which the Personal Information was collected.

We may share any of the above-listed information with Service Providers, which are companies that we engage for business purposes to conduct activities on our behalf. Service Providers are restricted from using Personal Information for any purpose that is not related to our engagement. The categories of Service Providers with whom we share information and the services they provide are described in this above in the section titled “How We Share Your Information.” We also sell some information to third parties, as described below. Our full Privacy Policy can be found at [mendocinofarms.com/privacy-policy](https://mendocinofarms.com/privacy-policy)

### *Right to Know/Access Information*

You have the right to request access to Personal Information collected about you and information regarding the source of that information, the purposes for which we collect it, and the third parties and service providers with whom we share it. You may submit such a request as described below. To protect our customers’ Personal Information, we are required to verify your identity before we can act on your request.

### *Right to Request Deletion of Information*

You have the right to request in certain circumstances that we delete Personal Information that we have collected directly from you. You may submit such a request as described below. To protect our customers’ Personal Information, we are required to verify your identity before we can act on your request. 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 a Request*

You may submit a request to exercise your rights to know/access or delete your Personal Information through one of two means:

- By filling out a Consumer Data Request Form available [here](#).
- By calling us at (818) 749-7858.

### *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 do this 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.

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 use reasonable security measures to prevent malicious actors from fraudulently accessing or deleting your personal information. We require that you and the individual complete affidavits in order to verify the identity of the authorized agent and confirm that you have authorized them to act on your behalf. Parents of minor children may submit a birth of the child certificate in lieu of an affidavit, in order to make requests on the child's behalf. Please see our required affidavits [here](#).

### *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 Mendocino Farms to third parties. We sell information to third parties. To “sell” information means to disclose it to a company for monetary or other benefit. A company may be considered a third party either because the purpose of sharing is not an enumerated business purpose under California law, or because our contract does not restrict them from using Personal Information for other purposes. We sell the following information:

- Personal Identifiers:
  - We provide your IP address and Device ID to third parties who analyze the use of the Services and assist in advertising, in connection with network activity information.
- Internet or Other Electronic Network Activity Information:
  - We share the network activity information described above with third parties who analyze the use of the Services and assist in advertising.

To exercise your right to opt out of the sale of your Personal Information, please [click here to download our Do Not Sell My Personal Information form](#) or call us at (818) 749-7858.

Please note that your right to opt out does not apply to our sharing of Personal Information with service providers, who are parties we engage to perform a function on our behalf and are contractually obligated to use the Personal Information only for that function. We may also disclose information to other entities who are not listed here when required by law or to protect our Company or other persons, as described above.

Mendocino Farms does not offer any rewards programs or incentives for the collection or sharing of data at this time.

### **Special Information for Nevada Residents**

Residents of the State of Nevada have the right to opt out of the sale of certain pieces of their information to other companies who will sell or license their information to others. At this time, Mendocino Farms does not engage in such sales. If you are a Nevada resident and would like more information about our data sharing practices, please email [privacy@mendocinofarms.com](mailto:privacy@mendocinofarms.com).

## **Special Information for Job Applicants**

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

## **Changes to This Policy**

We may make changes to this Policy from time to time. We will post any changes here, and such changes will become effective when they are posted. Your continued use of our Services following the posting of any changes will mean you accept those changes. For questions about our privacy practices, contact us at:

Mendocino Farms Sandwich Market  
13103 Ventura Blvd, Suite 100, Studio City, CA 91604  
Phone: (888) 719-1358  
Email: [privacy@mendocinofarms.com](mailto:privacy@mendocinofarms.com)

## **Mendocino Farms Sandwich Market Terms of Service**

For our updated Terms of Service, please visit the following [link](#).