

# **COLDEST RIVER SOFTWARE, LLC**

## **PRIVACY NOTICE**

Coldest River Software, LLC and our affiliates (“Coldest River,” “We,” “Us,” or “Our”) provide this Privacy Notice (“Privacy Notice”) to describe the types of Personal Information (defined below) we collect on or through the website located at [www.coldestriver.software](http://www.coldestriver.software) or any other websites or applications that we own and that link to this Notice (the “Website”) and/or through any of the software services we provide (the “Services”), how we use Personal Information, with whom we share it, and the choices you can make about our collection, use, and disclosure of your Personal Information. This Privacy Notice is subject to our applicable Terms and Conditions, which are incorporated herein by reference. The phrase “Personal Information” refers to information that personally identifies you, such as your name, address, telephone number, and email address. We also describe the measures we take to protect the security of your Personal Information and how you can contact us about our privacy practices. When you visit the Website, use our Services, or otherwise provide us with information, you consent to our use and disclosure of the information we collect or receive as described in this Privacy Notice.

Please review this Privacy Notice periodically, as we may update it from time to time to reflect changes in our data practices.

### **1. Type of Personal Information We Collect**

We collect Personal Information about visitors to the Website in order to provide an experience that is responsive to our visitors’ needs. We may also collect Personal Information that you give to us in any other way, including through the use of our Services. We may collect Personal Information from you in connection with:

- Using the Services as intended;
- Fulfilling information requests;
- Creating an account to access the Services;
- Making purchases on or through the Website;
- Your completion of forms on the Website, including registering to use our Website, posting material, or requesting further products or services; and/or
- Responding to communications from us.

We collect such information only with your knowledge. The types of Personal Information that we collect may include your name, display name, address, e-mail address, telephone number, account login information, employment-related information, payment information, location information, and other information that may be necessary or useful to the provision of our Website and/or Services to you or you otherwise voluntarily provide, such as through User Content (as defined in our Terms and Conditions). We may also collect browsing history information (i.e., IP addresses, domains, browser type and version, and operating system), and aggregated data relative to your use of the Website and/or our Services.

### **2. Collection of Personal Information**

We collect Personal Information via the Website and/or our Services that you voluntarily provide to us, for example, by completing online forms, e-mailing us, subscribing to the Services, making purchases, and otherwise using the Services as intended. You will always be given the choice not to submit your Personal Information or to decide what communications you want to receive from us. In addition, we use various web tools such as cookies, web beacons, and other technologies that are sent to and stored on your hard drive. These tools will automatically collect and log web usage data from you when you visit the Website. Information, including your IP address, referring website, pages viewed, and length of visit, informs us about how you use and navigate the Website and helps us monitor, customize, and enhance your experience on the Website. Such usage information is not Personal Information unless it is associated with other information by which you can be personally identified. Most browsers are initially set to accept cookies. You can set your browser to notify you when you have received a cookie, giving you the opportunity to decide whether to accept it.

You have the option to reject our cookies and still use the Website, but you may not be able to access or use some of the features we offer on the Website.

Some content or applications on the Website are served by third parties, including content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use the Website. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We may use a third party such as Google Analytics to help us gather and analyze information about the areas visited on the Website (such as the pages most read, time spent, search terms, and other engagement data) in order to evaluate and improve the user experience and the Website. For more information about Google Analytics or to prevent the storage and processing of this data (including your IP address) by Google, you can download and install the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. You can also obtain additional information on Google Analytics' data privacy and security at the following links:

- <https://policies.google.com/technologies/partner-sites>
- <https://support.google.com/analytics/topic/2919631>

Our Services may include social media features, plug-ins and links, and may use social media application programming interfaces (“APIs”) for log-in. The social networking site may collect certain Personal Information about you, such as your name, username, email address, and/or profile picture, and you may allow us to have access to certain Personal Information associated with your social media account (e.g., name, username, email address, profile picture) for the purpose of providing the social media feature through our Services. Please see the privacy policies for the applicable social networking sites to learn more about how these social networking sites share your Personal Information, which practices may differ from ours.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Ability to Opt Out.

### **3. Use and Disclosure of Personal Information**

We are fully committed to providing you with information about the collection and use of Personal Information furnished by, or collected from, those using the Website and/or Services. It is our practice not to ask you for Personal Information unless we need it or intend to use it. Some of the primary purposes for collecting your Personal Information are as follows:

- Providing the Services and products and processing transactions for such Services and products;
- Providing administrative notices or communications applicable to your use of the Website and/or Services;
- Analyzing trends and statistics regarding visitors' use of our Website, Services, products, and social media assets;
- Protecting against and preventing fraud, unauthorized transactions, claims, and other liabilities and managing risk exposure, including by identifying potential hackers and other unauthorized users;
- Promoting the safety and security of our Services, including by reviewing User Content and violations of our Terms and Conditions;
- Performing market research to better serve your needs, improving the effectiveness of the Website, our Services and products, our various types of communications, advertising campaigns, and/or promotional activities;
- Complying with applicable legal requirements and industry standards and policies;
- Enforcing our Terms and Conditions or other rights.

Unless specifically noted herein, situations in which we may disclose your Personal Information to unaffiliated third parties shall be limited to:

- When we have received your consent to do so;
- In situations where sharing or disclosing your information is required in order to offer or provide you services you desire, such as integration with social media platforms;
- When companies or service providers that perform business activities on behalf of us require such information (e.g., credit card processing, customer support services, market research administration or database management services) and/or such companies or service providers may have independent rights to your Personal Information if you disclose your Personal Information to them on a website governed by their privacy policy;
- To facilitate business operations or meet contractual obligations;
- In the event we are merged or acquired by another owner/company; and/or
- In case of emergency (i.e., to safeguard the life, health, or property of an individual).

In addition to the circumstances described above, we may disclose Personal Information:

- If required to comply with law or court order, or as requested by another government or law enforcement authority;
- In the good faith belief that disclosure is otherwise necessary or advisable, including, without limitation, to protect our rights or the rights of other users;
- When we have reason to believe that disclosing the information is necessary to identify, contact, or bring legal action against someone who may be causing interference with our rights, whether intentionally or otherwise; and/or
- When anyone else could be harmed by your activities.

If your Personal Information is shared as mentioned above, we seek to limit the scope of Personal Information that is furnished to the extent necessary for the performance of the specific function. Unless otherwise precluded by law, we require third parties to agree to protect your Personal Information, abide by applicable privacy laws and regulations, and we grant to such third parties no independent rights to the Personal Information. We may use aggregated, non-personally identifiable information for purposes of:

- Website and Services administration; and
- To compile information about usage of the Website and our Services.

We may share aggregated information (which does not contain your Personal Information) with third parties (i.e., advertisers and marketing partners).

**Note for Social Media Services:** Some of our Services may include social media services (e.g., Fresh Baked). For such Services, you are directing us to disclose your User Content, including any Personal Information contained therein, and profile information to the general public. The public does not necessarily need to be signed in to view such information and they may find this content outside of the Services (e.g., search query results on Internet search engines or content downloaded and reshared elsewhere).

#### **4. Access to and Review of Personal Information**

To ensure that your Personal Information is accurate and up-to-date, we encourage you to regularly review and update your Personal Information as appropriate (e.g., in the event your e-mail address changes or you wish to add an additional method for us to communicate with you). You can review and update your Personal Information by contacting us at [privacy@coldestriver.software](mailto:privacy@coldestriver.software). To protect your privacy and security, we may take reasonable steps to verify your identity before we disclose or make any corrections to such information. If, upon review, you wish to update or delete your Personal Information, we will endeavor to do so in a timely manner. You may also be able to review, update, and delete certain Personal Information through your account on the Website.

Occasionally, information that you request to be removed will be retained in certain files for a period of time in order to properly resolve disputes or to troubleshoot problems. In addition, some types of Personal Information may be stored indefinitely on “back up” systems or within log files due to technical constraints or financial or legal requirements. Therefore, you should not always expect that all of your Personal Information will be completely expunged from our databases in response to your request.

#### **5. Ability to Opt Out**

You can let us know that you do not wish to have us share your Personal Information with trusted third parties (other than to the extent necessary to fulfill your request for products or services), by contacting us at [privacy@coldestriver.software](mailto:privacy@coldestriver.software) or in the manner provided in every commercial email sent by us.

## **6. Security Safeguards**

The Website and our servers have reasonable physical, technical, and administrative security measures in place to help protect your Personal Information against loss, misuse, and alteration while under our control. However, you should be aware that no transmission of data over the Internet is guaranteed to be completely secure, and we cannot guarantee the security of any information you provide to us.

## **7. Links to Other Websites**

The Website may provide links to other websites for your convenience and information. Third-party websites that are accessed through links on the Website have separate privacy and data collection practices and security measures. We have no responsibility or liability for the practices, policies, and security measures implemented by third parties on their websites. We encourage you to contact them to ask questions about their privacy practices, policies, and security measures before disclosing any Personal Information.

## **8. Minors**

Our Site is not directed towards minors, and we do not knowingly collect Personal Information from minors. While we do not seek to obtain, nor wish to receive, Personal Information directly from minors, we cannot always determine the age of persons who access and use our Sites. If a minor provides us with their Personal Information without parental or guardian consent, we encourage the parent or guardian to contact us to have this information removed from our systems.

## **9. Storage**

Your personal information may be stored on servers operated by our service providers, including Shopify (our e-commerce vendor) and Stripe (our payment processor). These service providers may store your information in the United States or in other countries, depending on their operations. For more information regarding Shopify and Stripe's privacy practices, we encourage you to review their privacy policies at <https://www.shopify.com/legal/privacy> and <https://stripe.com/privacy> respectively.

## **10. Certain Jurisdictional Privacy Rights**

Residents of certain jurisdictions, such as California, Virginia, Colorado, Utah, Connecticut, and Nevada, may have additional rights with respect to their Personal Information. For information relating to these rights, please contact us at [privacy@coldestriver.software](mailto:privacy@coldestriver.software).

## **11. Contact Us**

If you have any questions about our Privacy Notice or our privacy practices, you may contact us via email at [privacy@coldestriver.software](mailto:privacy@coldestriver.software) or via telephone at (502) 501-7258.

## **12. Updates to the Privacy Notice**

We may amend this Privacy Notice from time to time in order to meet changes in the regulatory environment, business needs, or to satisfy the needs of our visitors, properties, strategic marketing partners, and service providers. Updated versions will be posted to the Website and the “last updated” date at the bottom of this Privacy Notice will be revised so that you are always aware of when the Privacy Notice was last updated. If we materially change how we use your Personal Information, we will notify you before using the Personal Information in a different manner.

Last Updated: July 20<sup>th</sup>, 2025

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