

## **PRIVACY POLICY**

Fair Food Network and its respective affiliates, vendors, and agents (“FFN”) is committed to protecting your privacy when you use the Double Up Food Bucks Program (the “Program”). This Privacy Policy describes how we may collect and use your information. By using the Program, you consent to our collection and use of information under this Privacy Policy. If you give us personal information we will treat it according to this Privacy Policy.

We encourage you to read this Privacy Policy and the Terms and Conditions so you understand FFN's privacy practices and the terms and conditions of your use of the Program. FFN may modify this Privacy Policy at any time effective upon its posting. Your continued use of the Program constitutes your acceptance to this Privacy Policy and any updates. This Privacy Policy is incorporated into, and is subject to the Terms and Conditions.

**Do you sell or trade customer information?** Except for the purposes set forth in this Privacy Policy, we will not, without your permission, give, sell or provide to others the information that you provide to us. We will ask for and obtain your permission before sharing your personal information for purposes beyond the scope of this Privacy Policy with anyone other than FFN affiliates, unless we believe in good faith that the law requires it.

**What kind of information will I be asked to provide?** When you supply us with your personal information, we will use it only for the purpose for which it was collected. Personal information means personally identifiable information such as your name, street address, city, state, zip code, telephone number, email address, number from state-issued ID, age, gender, sex and any other demographic data. We also collect personal information if you contact us via telephone, email, text, postal mail, social media interaction, or other methods of communication.

We may receive additional personal information from third parties. We may use this personal information to enhance other information we have about you to help us better understand you and to otherwise enhance the Program and your experience.

**How will FFN use the information I provide?** Any information you provide may be used by FFN to contact Program participants (“Participants”) for purposes of Program evaluation. If you agreed to be contacted regarding Program marketing, FFN will use the information you have provided to contact you for those purposes.

No demographic data provided to FFN will be used to discriminate on Program use.

Your decision not to participate in a FFN survey or questionnaire regarding Program evaluation or Program marketing response will never affect your ability to participate in the Program.

**Will FFN contact me using the information I provide?** FFN may contact you using the information you have provided for evaluation of the Program. Additionally, if you agreed to be contacted for marketing purposes, FFN may contact you for such purposes.

FFN reserves the right to contact Participants regarding account status and changes to the Terms and Conditions, Privacy Policy, or any other policies or agreements relevant to Participants.

**What if I think my Program account balance has an error?** If you suspect your account balance is incorrect, please contact us. FFN will investigate any potential discrepancies and make a final determination based on your inquiry.

**Children’s Privacy (Age 13 and Under).** FFN has no intention and does not knowingly collect or solicit any personally identifiable information from individuals under 13 years of age. Where appropriate, FFN will specifically instruct children not to submit such information for the Program. If a child has provided us with personally identifiable information, a parent or guardian of that child may request that the information be deleted from our records by contacting us.

**Third-Party Use** We may also work with other companies who use tracking technologies and these companies may collect information about your interaction with us, including advertising. FFN may periodically offer products or services directly through the Website, but use third parties to fulfill services and enhance communications. If a link originates from a third party, the information is provided to the third party. Providing this information to the third party enables the interaction or transaction to take place. However, you should know that those third parties may, if you do not advise them to the contrary, share your name, address, and email with other third parties, including FFN.

Third parties have separate privacy and data collection practices. We have no control over, and therefore no responsibility or liability, for these independent policies.

FFN is not responsible or liable for the independent privacy policies of third-party sites. You should consult the privacy policies at those sites to determine how your information may be used.

**California Privacy Rights** Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of personal information that companies with whom they have an established business relationship have shared with third parties for direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of personal information that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by FFN pursuant to Section 1798.83 of the California Civil Code, please contact us via email to [info@fairfoodnetwork.org](mailto:info@fairfoodnetwork.org) or by writing us at the following address:

**Fair Food Network**  
**205 E. Washington Street Suite B**  
**Ann Arbor, MI 48105**

Please allow 30 days for a response.

**Changes to this Privacy Policy** From time to time, we may use the information you provide us for new, unanticipated uses not previously addressed in our Privacy Policy. If our information practices change at some time in the future we will post the policy changes on <http://www.doubleupfoodbucks.org/> to notify you of these changes. You should check this Privacy Policy periodically for more information on how we may use the data we collect. It is your responsibility to check the online Privacy Policy from time to time to review the most current version. FFN does not and will not assume any obligations to notify you of changes to the Privacy Policy.

**Contact us** To contact us for any reason, including a request to be added to or taken off a list, or if you have any concerns or questions about this Privacy Policy or the privacy practices associated with our Website, please use the contact information below.

By mail:  
Fair Food Network  
205 E. Washington Street Suite B  
Ann Arbor, MI 48105  
734-213-3999

By email:  
[info@fairfoodnetwork.org](mailto:info@fairfoodnetwork.org)

28117:00016:2694771-2