

Last Updated: June 30, 2023

RUBICON BAKERS –PRIVACY NOTICE

Rubicon Bakers LLC (“**Rubicon Bakers**,” or “**we**,” or “**us**”) respect your privacy and are committed to protecting it by complying with this privacy notice (“**Privacy Notice**”).

This Privacy Notice describes the type of information we may collect; who we may collect it from; and our practices for collecting, using, maintaining, protecting, and disclosing that information when you visit our website at www.rubiconbakers.com (“**Site**”).

Please read this Privacy Notice carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Site. By accessing or using this Site, you agree to this Privacy Notice. This Privacy Notice may change from time to time (see [Changes to Our Privacy Notice](#)). Your continued use of this Site after we make changes is deemed to be acceptance of those changes, so please check the Privacy Notice periodically for updates.

In certain jurisdictions, we are required by applicable data protection laws to provide alternate or additional disclosures relating to the processing of personal information. To find our jurisdiction-specific disclosures that may be applicable to you, see [Jurisdictional-Specific Disclosures](#).

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WHEN THIS PRIVACY NOTICE APPLIES.

This Privacy Notice applies to information we collect:

- when accessing the Site; and
- in email and other electronic messages between you and us.

It does not apply to information collected by:

- us offline or through any other means;
 - a third-party, including through any application or content that may link to or be accessible from the Site.
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INFORMATION WE COLLECT AND HOW WE COLLECT IT.

We may collect several types of information from and about users of our Site, including information:

- by which you may be personally identified, such as name, email, phone number, physical address, or any other information which could be used to identify you (“personal information”);
- that is about you but individually does not identify you such as demographics;
- employment information if you apply for a job with us, such as work history, education, and military history;
- related to donations of our products or services, such as organization information if you request a donation from us or what types of donation items you request,;
- about your internet connection, the equipment you use to access our Site and usage details, such as information about your computer and internet connection, including your IP address, operating system, and browser type; and
- any other information you may communicate to us if you contact us or otherwise communicate with us through the Site.

We collect this information:

- directly from you when you provide it to us or through information provided to our affiliates;
- automatically as you navigate the Site through automated data collection technologies; and
- records or copies of correspondences (including email address) if you contact us.

INFORMATION YOU PROVIDE TO US.

The information we collect on or through our Site may include:

- information that you provide by filling in forms on our Site, including information provided at the time of subscribing to our email communication service, by contacting us, or requesting information, products, or services;
- records and copies of your correspondence (including email addresses) if you contact us, including when you report a problem with our Site;
- your responses to surveys that we might ask you to complete for research purposes; or
- when you request further information.

INFORMATION WE COLLECT THROUGH AUTOMATIC DATA COLLECTION TECHNOLOGIES.

As you navigate through and interact with our Site, we may also use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- details of your visits to our Site, including traffic data, logs, and other communication data and the resources that you access and use on the Site; or
- information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we automatically collect may include personal information. It helps us to improve our Site and to deliver a better and more personalized service, including by enabling us to:

- estimate our audience size and usage patterns;
- store information about your preferences, allowing us to customize our Site according to your individual interests;
- speed up your searches; or
- recognize you when you return to our Site.

The technologies we use for this automatic data collection may include:

- COOKIES (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Site.
- FLASH COOKIES. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies
- WEB BEACONS. Pages of our Site may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

THIRD PARTY USE OF COOKIES AND AUTOMATED DATA TRACKING TECHNOLOGIES.

Some content or applications on the Site are served by third parties. 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 our 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 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.

The Site also uses Google Analytics, which uses cookies or other tracking technologies to help us analyze how users interact with and use the Offerings, compile reports on activity, and provide other services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. To learn more about how Google Analytics collects and processes data you may visit <http://www.google.com/policies/privacy/partners>.

To learn more about your rights including how to opt-out go to [Your Choices About Your Information](#).

HOW WE USE YOUR INFORMATION.

We use information that we collect about you or that you provide to us, including any personal information:

- to present our Site and its contents to you;
 - to provide you with information about our business, products, or services you request from us;
 - to respond to questions about job opportunities with Rubicon Bakers and process applications for employment with us where you request it;
 - to respond to and fulfill requests for donations of our products;
 - to contact you about products and services that may be of interest to you where you request it;
 - any other way we may describe when you provide the information; or
 - for any other purpose with your consent.
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HOW WE SHARE YOUR INFORMATION.

We may disclose information that we collect or you provide as described in this Privacy Notice:

- to our subsidiary and affiliates;
- to contractors, service providers, and other third parties who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them;
- to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Rubicon Bakers' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which information held by Rubicon Bakers about our Site users is among the assets transferred;
- to fulfill the purpose to which you provide it;
- for any other purpose disclosed by us when you provide the information; or
- with your consent.

We may also disclose your information:

- to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Rubicon Bakers, our users, or others.

HOW WE PROTECT YOUR INFORMATION.

We have implemented measures designed to secure your information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Although we take efforts to protect your information, we cannot guarantee the security of your information transmitted to our Site. Any transmission of information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

RETENTION OF YOUR INFORMATION.

Information may be held at our offices including our affiliates or subsidiaries offices or service providers.

We will keep your information for as long as it necessary to provide the Site to you or as disclosed in this Privacy Notice. Thereafter, we will keep your information for as long as is necessary:

- to respond to any questions, complaints, or claims made by your or on your behalf;
 - to show that we treated you fairly; or
 - to keep records required by law.
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YOUR CHOICES ABOUT YOUR INFORMATION.

We strive to provide you with choices regarding the information you provide to us. Below are options for your information.

COOKIES AND OTHER TRACKING TECHNOLOGIES.

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Sites may then be inaccessible or not function properly.

PROMOTIONAL OFFERS.

If you do not wish to have your information used by us to promote our own products or services, you can opt-out by sending us an email stating your request to info@rubiconbakery.com.

LINKS TO OTHER WEBSITES.

We are not responsible for the practices employed by websites, applications, or services linked to or from our Site. We recommend that you review the privacy notices of other websites, applications, or services before disclosing your data to a third party.

CHILDREN UNDER THE AGE OF 16.

Our Site is **not** intended for children under 16 years of age. No one under age 16 may provide any information to or on the Site. We do not knowingly collect information from children under 16. If you are under 16, do not use or provide any information on the Site or on or through any of its features about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at info@rubiconbakery.com.

JURISDICTIONAL-SPECIFIC DISCLOSURES.

If you are a resident of California, we may be required to provide you with additional disclosures and you may have additional rights. Please click [here](#) for additional privacy disclosures.

CHANGES TO OUR PRIVACY NOTICE.

If you do not agree to this Privacy Notice, do not use the Site.

In our sole discretion, we may revise this Privacy Notice from time-to-time. The Last Updated date is set forth at the top of this page. All changes are effective 15 days after the Last Updated date for current users and immediately for new users. Your continued use of the Site following the posting of this Privacy Notice means you accept and agree to the Privacy Notice.

HOW TO CONTACT US.

To ask questions or comment about this Privacy Notice and our privacy practices in general, contact us at info@rubiconbakery.com.

Last Updated: June 30, 2023

CALIFORNIA NOTICE: DISCLOSURES FOR CALIFORNIA RESIDENTS

This privacy notice for California residents (the “**CA Privacy Notice**”) supplements the information contained in the general [Privacy Notice](#) of Rubicon Bakers, LLC (“**Rubicon Bakers**,” “**we**,” or “**us**”) and applies solely to users who reside in the State of California (“**consumers**” or “**you**”). We adopt this notice to comply with applicable California law, including the California Consumer Privacy Act of 2018 and the California Privacy Rights Act of 2020 (collectively, the “**CCPA**”) and any terms defined in the CCPA have the same meaning when used in this CA Privacy Notice. Any other capitalized but undefined terms shall have the meanings set forth in the general Privacy Notice.

Please note that as used in this CA Privacy Notice “**Personal Information**” means 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. Personal Information does not include deidentified or aggregated consumer information, publicly available information from government records, or information outside of the CCPA’s scope.

Use the links below to toggle to each section.

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1. COLLECTION AND USE OF PERSONAL INFORMATION.

The Site has collected the following categories of Personal Information from its consumers within the last 12 months and will continue to collect such information in the future:

Description of Category	What We Collect	Source	Business or Commercial Purposes for Collection
Identifiers (“ Identity Data ”)	A real name, postal address, unique personal identifier, online identifier, internet protocol address, email address, or other similar identifiers.	Directly from consumers when they use the Site or otherwise communicate with us. Indirectly from consumers (e.g., through cookies)	Provide information to consumer. Process information for the purpose the consumer provided it. Perform website analytics.
Personal information categories listed in the California Records statute (Cal. Civ. Code § 1798.80(e)) (“ Customer Records Data ”).	A name, address, and telephone number	Directly from consumers when they use the Site or otherwise communicate with us.	Provide information to consumer. Process information for the purpose the consumer provided it.
Internet or other similar network activity (“ Internet Use Data ”)	Browsing history, search history, or information on a consumer’s interaction with the Site.	Indirectly from consumers (e.g., through cookies).	Perform website and/or service analytics.

In addition to the business or commercial purposes for collection described above, we have in the preceding 12 months collected all categories of Personal Information described above for the following purposes:

- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- For testing, research, analysis, and product development, including to develop and improve this Site and our products and services.
- To provide, support, personalize, and develop this Site and our products and services.

- To help maintain the safety, security, and integrity of this Site and our products, services, databases, other technology assets, and business.

We may also use or disclose the Personal Information we collect for one or more of the following purposes:

- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your Personal Information or as otherwise set forth in the CCPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Rubicon Baker's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Rubicon Baker about the users of this Site is among the assets transferred.

We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated, or incompatible parties without providing you notice.

We will retain your Personal Information for the period of time as set forth in the general Privacy Notice.

2. DISCLOSURE OF INFORMATION FOR A BUSINESS PURPOSE.

In the preceding 12 months, we have disclosed the following categories of Personal Information for a business purpose:

- Identity Data
- Customer Records Data

We disclose your Personal Information for a business purpose to the following categories of third parties:

- Our affiliates; and
- Third party service providers.

3. RIGHTS AND CHOICES OF CALIFORNIA RESIDENTS.

The CCPA also provides California residents with specific rights regarding their Personal Data. This section describes the rights of California residents under the CCPA and explains how to exercise those rights. Certain requirements must be met for a California resident to exercise their rights (see Exercising Rights below for more information on what requirements must be met and how to exercise said rights).

a. ACCESS RIGHTS.

You have the right to request that we disclose certain information to you about our collection and use of your Personal Information over the past 12 months, including:

- The categories of Personal Information we collected about you.
- The categories of sources for the Personal Information we collected about you.
- Our business or commercial purpose for collecting or selling that Personal Information.
- The categories of third parties with whom we share that Personal Information.
- The specific pieces of Personal Information we collected about you (also called a data portability request).
- If we sold or disclosed your Personal Information for a business purpose:
 - sales, identifying the Personal Information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the Personal Information categories that each category of recipient obtained.

Once we receive and confirm your verifiable consumer request, we will provide you with the requested information. See [Exercising Your Rights](#) for more information.

b. DATA CORRECTION RIGHTS.

You have the right to request that we correct inaccurate Personal Information that we collected from you and retained, taking into account the nature of the Personal Information and the purposes of processing the Personal Information. Once we receive and confirm your verifiable consumer request (see [Exercising Your Rights](#) for more information.), we will use commercially reasonable efforts to correct the inaccurate Personal Information (and direct our service providers to delete) your Personal Information from our records, unless an exception applies.

c. DELETION RIGHTS.

You have the right to request that we delete any of your Personal Information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (See [Exercising Your Rights](#) for more information), we will delete (and direct our service providers to delete) your Personal Information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the Personal Information, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.

- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
 - Comply with a legal obligation.
 - Make other internal and lawful uses of that information that are compatible with the context in which you provided it.
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4. EXERCISING YOUR RIGHTS.

a. EXERCISING YOUR RIGHTS.

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative and that you have rights under this notice.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Making a verifiable consumer request does not require you to create an account with us, but we may require authentication of the consumer that is reasonable in light of the nature of the Personal Information requested.

We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

b. INITIAL REQUEST FORMAT AND TIMING.

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time, we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive or manifestly unfounded. If we determine that the request warrants a fee, we will tell

you why we made that decision and provide you with a cost estimate before completing your request.

5. NON-DISCRIMINATION.

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

6. OTHER CALIFORNIA PRIVACY RIGHTS.

California's "Shine the Light" law (Civil Code § 1798.83) permits users of the Site that are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to info@rubiconbakery.com or write us at 154 S 23rd Street Richmond CA, 94804.

7. CHANGES TO OUR CA PRIVACY NOTICE.

From time to time, we may update this CA Privacy Notice. If our information practices materially change at some time in the future, we will post the updated notice to our Site to notify you of these changes, and we will only use data collected from the time of the notice change forward for these new or different purposes. In the event we make a material change to how we use your Personal Information, we will provide you with an opportunity to opt out of such new or different use. The date this CA Privacy Notice was last revised is at the top of this page. You are responsible for periodically reviewing the Site and this CA Privacy Notice to check for any updates or changes.

8. CONTACT INFORMATION.

If you have any questions or comments about this CA Privacy Notice, the ways in which Rubicon Bakers collects and uses your information described here and in the CA Privacy Notice, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at info@rubiconbakery.com.