

The Stand's Privacy Policy

This Privacy Policy describes how The Stand, LLC, and affiliates (collectively, "The Stand," "we," "us," or "our") collects, uses, shares, and protects personal information. This Privacy Policy also tells you about your rights and choices with respect to your personal information, and how you can reach us to get answers to your questions.

Information We Collect

We collect information about you in a variety of ways depending on how you interact with us and our websites, mobile applications, and services, including:

- Directly from you when you provide it to us, such as when you register for an account, sign up to receive communications from us, place an order, make a purchase, or contact us by phone, email, or otherwise.
- Automatically through the use of cookies, server logs, and other similar technologies when you interact with our websites, mobile applications, advertisements, and emails.
- From other sources, including, for example, our affiliates, business partners, service providers, online social media networks, and other third parties, or from publicly available sources. For example, if you submit a job application, or become an employee, we may conduct a background check.

The following provides examples of the type of information that we collect in a variety of contexts and how we use that information.

Context	Types of Data	Primary Purpose for Collection and Use of Data
Account Registration	If you choose to create an account, We collect your name and contact information when you create an account. We also collect information relating to the actions that you perform while logged into your account.	We have a legitimate interest in providing account related functionalities to our users. Accounts can be used for easy checkout and to save your preferences and transaction history.
Cookies and First-Party Tracking	We use cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a website is viewed.	We have a legitimate interest in making our website operate efficiently.
Cookies and Third-Party Tracking	We may place tracking technology on our website that collects analytics, records how you interact with our website, or allows us to participate in behavior-based advertising. This means that a third party uses technology (e.g., a cookie) to collect information about your use of our website so that they can report analytics to us or provide advertising about products and services tailored to your interests. That third party might also collect information over time and across different websites in order to serve advertisements on our website or other websites.	Where required by law, we base the use of third-party cookies upon consent.
Demographic Information	We collect personal information, such as your location when you use certain services such as delivery.	We have a legitimate interest in understanding our users and providing tailored services.
Distance Information	When you use one of our Apps we may collect your location from the GPS, Wi-Fi, and/or cellular technology in your device to determine your location and your distance from a store that sells our products.	We have a legitimate interest in understanding our users and providing tailored services. In some contexts our use is also based upon your consent to provide us with geo location information.

Employment	If you apply for a job posting, or become an employee, we collect information necessary to process your application or to retain you as an employee. This may include, among other things, your Social Security Number. Providing this information is required for employment.	We use information about current employees to perform our obligations to employees. In some contexts, we are also required by law to collect information about employees or applicants. We also have a legitimate interest in using your information to have efficient staffing and work force operations.
Feedback/Support	If you provide us feedback or contact us for support we will collect your name and email address, as well as any other content that you send to us, in order to reply.	We have a legitimate interest in receiving, and acting upon, your feedback or issues.
Mailing List	When you sign up for one of our mailing lists we collect your email address.	We share information with individuals that consent to receive such information. We also have a legitimate interest in sharing information about our products or services.
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when visiting our website or when visiting one of our stores.	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with us on their mobile devices.
Order Placement	Depending on the service, We may collect your name, billing address, delivery address, email address, phone number, and credit card number when you place an order.	We use your information to perform our contract to provide you with products or services.
Surveys	When you participate in a survey, we collect information that you provide through the survey. If the survey is provided by a third party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.	We have a legitimate interest in understanding your opinions, and collecting information relevant to our organization.
Website interactions	We use technology to monitor how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser.	We have a legitimate interest in understanding how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also have a legitimate interest in detecting and preventing fraud.
Web logs	We collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We have a legitimate interest in monitoring our networks and the visitors to our websites. Among other things, it helps us understand which of our services is the most popular.

How We Use Information.

In addition to the purposes and uses described above, we use information in the following ways:

- To identify you when you visit our websites or our restaurants.
- To provide products and services or to process returns.

- To improve our services and product offerings.
- To streamline the ordering process.
- To conduct analytics.
- To communicate with you, such as to respond to and/or follow-up on your requests, inquiries, issues, or feedback.
- To send marketing and promotional materials.
- To detect and protect against malicious, deceptive, fraudulent, or illegal activity, including violation of our policies and terms and conditions, security incidents, and harm to the rights, property, or safety of our company and our users, employees, or others.
- To debug, identify and repair errors that impair existing intended functionality of our website and services.
- To comply with our legal or regulatory obligations, to establish or exercise our rights, and to defend against a legal claim.
- For internal administrative purposes, as well as to manage our relationships.
- For such other purposes as you may consent (from time to time).

To the extent we maintain and use personal information in a deidentified form, we will not attempt to reidentify the information, except for the purpose of determining whether our deidentification processes satisfy our legal obligations.

How We Share Information.

In addition to the specific situations discussed elsewhere in this Privacy Policy, we may disclose personal information in the following situations:

- **Affiliates and Acquisitions.** We may share information with our corporate affiliates (*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also share information with that company, including at the negotiation stage.
- **Other Disclosures with Your Consent.** We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.
- **Other Disclosures without Your Consent.** We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies, or to comply with your request for the shipment of products to or the provision of services by a third-party intermediary.
- **Partner Promotion.** We may offer contests, sweepstakes, or other promotions with third party partners. If you decide to enter a contest, sweepstakes, or promotion that is sponsored by a third party partner the information that you provide will be shared with us and with them. Their use of your information is not governed by this privacy policy.
- **Service Providers.** We may share your information with service providers. Among other things service providers may help us to administer our website, conduct surveys, provide technical support, process payments, and assist in the fulfillment of orders.

Your Choices

Some jurisdictions give you a right to make the following choices regarding your personal information:

- **Access To Your Personal Information.** You may request access to your personal information that we have about you.

- **Changes To Your Personal Information.** We rely on you to update and correct your personal information. Most of our websites allow you to modify or delete your account profile. If our website does not permit you to update or correct certain information, you can contact us at the address described below in order to request that your information be modified. You may ask us to correct information that is inaccurate or incomplete. Note that we may keep historical information in our backup files as permitted by law.
- **Deletion Of Your Personal Information.** You may request that we delete your personal information. If required by law, we will grant a request to delete information, but you should note that in many situations we must keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another business purposes.
- **Opt-out of Targeted Advertising.** You may opt-out of online tracking based targeted advertising (e.g., cookies) by clicking the cookie settings link here or the “Do Not Share” link on our homepage. [Please note that if you change browsers or computers, or if you clear your browser’s cache, you may need to click the link again to apply your preference.] [You may also opt-out of other forms of targeted advertising by submitting a request as described below.]
- **Objection to Certain Processing.** You may object to our use or disclosure of certain types of personal information by contacting us at the address described below.
- **Online Tracking.** We do not currently recognize the “Do Not Track” signal.
- **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in emails that you receive. If you decide not to receive promotional emails, we may still send you service related communications.
- **Promotional Text Messages.** If you receive a text message from us that contains promotional information you can opt-out of receiving future text messages by replying “STOP.”

Please note, not all of the rights described above are absolute, and they do not apply in all circumstances. In some cases, we may limit or deny your request because the law permits or requires us to do so, or if we are unable to adequately verify your identity. We will not discriminate against individuals who exercise their privacy rights under applicable law.

Submitting Requests

You may exercise the rights described above by contacting us as indicated in the “Contact Information” section below.

Note that, as required by law, we will require you to prove your identity. We may verify your identity by phone call or email. Depending on your request, we will ask for information such as your name, the last item you purchased from us, or the date of your last purchase from us. We may also ask you to provide a signed declaration confirming your identity. Following a request, we will use reasonable efforts to supply, correct or delete personal information about you in our files.

In some circumstances, you may designate an authorized agent to submit requests to exercise certain privacy rights on your behalf. If you are an authorized agent submitting a request on behalf of an individual, you must attach a copy of a completed [Authorized Agent Designation Form](#) indicating that you are able to act on another person’s behalf.

How We Protect and Retain Information

No method of transmission over the internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Some of our websites permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use

of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

We retain your personal information for only as long as necessary to fulfil the purposes outlined in this Privacy Policy, including for the purposes of satisfying any legal, accounting, or reporting requirements, unless a longer retention period is required or permitted by law. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we obtained the information and whether we can achieve those purposes through other means, as well as applicable legal requirements.

Third-Party Applications/Websites

For your convenience, we may provide links to websites and other third-party content or services that we do not own or operate. The websites and third-party content to which we link may have separate privacy notices or policies. Please note, we have no control over the privacy practices websites, or services that we do not own. We encourage you to review the privacy policies of any third-party website or application for details about such third party's privacy practices.

Changes To This Privacy Policy

We may change our privacy policy and practices over time. To the extent that our policy changes in a material way, the policy that was in place at the time that you submitted personal information to us will generally govern that information unless we receive your consent to the new privacy policy. Our privacy policy includes an "effective" and "last updated" date. The effective date refers to the date that the current version took effect. The last updated date refers to the date that the current version was last substantively modified.

Children

Our websites and online services are not intended for children under the age of 13 and we do not knowingly collect personal information from children under age 16, without parental consent. Children under the age of 13 should not provide their personal information to us.

Contact Information

If you have any questions, comments, or complaints concerning our privacy practices, or if you need to access this Privacy Policy in an alternative format due to having a disability, please contact us at the appropriate address below. We will attempt to respond to your requests and to provide you with additional privacy-related information.

privacy@thestand.com
The Stand, LLC
Attn: Privacy Policy
17000 Ventura Blvd. Suite 204
Encino, CA 91316

Additional Information For California Residents

California law requires us to disclose the following additional information related to our privacy practices. If you are a California resident, the following privacy disclosures apply to you in addition to the rest of the Privacy Policy.

- **California Shine the Light.** If you would like more information concerning the categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing, please submit a written request to us using the information in the **Contact Information** section above.
- **California Notice of Financial Incentive.** We offer programs that provides certain perks, such as rewards, discounts, and exclusive offers (the "Loyalty Programs"). When you sign up for a Loyalty Program, we will ask you to provide your name, email address, and in some cases your telephone number. Under California law, our Loyalty Programs might be interpreted as "financial incentive" programs as they involve the collection of personal information. We do not assign a monetary value to the information we collect. Based on our reasonable estimate, the value of your personal information to us is related to the value of the free or

discounted products or services that you obtain when you redeem points. This value is based on the expense related to offering those free or discounted products or services. You may withdraw from participating in the Loyalty Programs at any time by contacting us at the address described in the program terms and conditions. Visit the www.thestand.com/theapp to view full program rules, including how to join.

- Notice of Collection.** The table below describes the categories of personal information we collect, disclose for a business purpose, “sell” and/or “share” (as those terms are defined by California law). Please note, in addition to the recipients identified below, we may disclose any of the categories of personal information we collect with government entities, as may be needed to comply with law or prevent illegal activity. We do not “sell” your personal information for money. As discussed elsewhere in the Privacy Policy, we use cookies and similar tracking technologies for purposes of targeted advertising. For details regarding how we use personal information, please see the **Information We Collect** section of the Privacy Policy. For information regarding how long we retain personal information, please refer to the **How We Protect and Retain Information** section of the Privacy Policy.
- California Sensitive Information Disclosure.** We collect the following categories of sensitive personal information (as defined under California law). This information is collected in order to process transactions, comply with laws, manage our business, or provide you with services. Note that we do not use such information for any purposes that are not identified within the California Privacy Rights Act Section 1798.121. We do not “sell” or “share” sensitive personal information for purposes of cross-context behavioral advertising.

Categories of Personal Information	Personal Information Collected	Collected	Sold	Disclosed for a Business Purpose	“Sensitive?”
Identifiers	Name or alias	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Contact information (e.g. name, address, and telephone number, e-mail address)	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Unique identifiers (e.g., cookies, pixel tags, device identifier and attributes, etc.)	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Online identifiers (e.g. internet protocol address)	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Government issued ID (e.g. social security number, driver’s license number, passport number)	✓	<input type="checkbox"/>	<input type="checkbox"/>	✓
Other types of Personal Information	Payment information (e.g. credit or debit card number)	✓	<input type="checkbox"/>	✓	✓
	Financial information (e.g. bank account number)	✓	<input type="checkbox"/>	✓	✓
	Medical information or health insurance information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
Characteristics of legally protected classifications	Race	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
	Ethnicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
	Gender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
Commercial Information	Information about products and services obtained from us	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Individual’s preferences	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biometric	Fingerprint, face print, voiceprint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
	Sleep, health, exercise data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet/ Electronic Activity	Browsing and/or search history	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Information about interactions with our website, mobile application, or advertisements	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>

Geolocation data	Precise physical location using GPS	✓	<input type="checkbox"/>	✓	✓
Audio, electronic, visual, thermal, olfactory, or similar information	Call recordings	✓	<input type="checkbox"/>	✓	✓
	Photographs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Video surveillance	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
Professional/employment information	Occupation	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Employment history	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
	Professional references	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
Education information (i.e., personally identifiable information contained in education records)	Student name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Name of student's parent or other family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Address of student or student's family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Personal identifier of student (social security number, student number, biometric record)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓
	Other indirect identifiers, such as the student's date of birth, place of birth, and mother's maiden name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty	✓	<input type="checkbox"/>	✓	<input type="checkbox"/>
Inferences drawn from any of the above information		✓	<input type="checkbox"/>	✓	<input type="checkbox"/>

Effective Date: 12/15/2022

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