

# Website Privacy Policy

Effective: February 9, 2024

## Overview.

Your privacy is important to Lorenzo Food Group, Inc. d/b/a York Street Market ("Company," "we," or "us").

This Privacy Policy (hereinafter, "**Policy**") describes (i) the access, collection, use, retention, disclosure and protection of Personal Information (defined in the section **Types of Data Collected** below) when you communicate with us and/or visit or interact with <https://www.yorkstreetmarket.com>, <https://www.lorenzofoodgroup.com> and associated webpages (hereinafter, the "**Website**"); (ii) your privacy rights; (iii) and how the law protects you and your privacy rights.

Please read this Policy and make sure you fully understand our policies practices for when you access or use the Website. If you do not agree with our policies and practices, your choice is not to use the Website. By accessing or using the Website, you agree to this Policy. Where you have read this Policy but would like further clarification, please contact us at [info@lorenzofoodgroup.com](mailto:info@lorenzofoodgroup.com)

## Changes to this Policy.

This Policy may change from time to time. Your continued use of the Website after we make changes is deemed to be acceptance of those changes, so please check this Policy periodically for updates.

We may notify you either by prominently posting a notice of such changes or by directly sending you a notification.

We will also update the "Effective" date at the top of this Policy.

## Business to Business Only.

We offer the Website and our services **only** to businesses, business professionals, business owners and their authorized users for business purposes and with written consents required under applicable federal and state laws and regulations, rules and policies. **THE WEBSITE IS NOT INTENDED FOR CONSUMERS.**

*When you provide information to us, we direct that it be business contact information only and that you communicate with us only through company devices and not personal devices.*

## **Minimum Age.**

The Website is not intended for anyone under 18 years of age (the “**Minimum Age**”). The Website and the content, information and products provided or made available on and/or through the Website may not be accessed or used by any individuals who are not at least the Minimum Age. No one under the Minimum Age may provide any information to the Website. We do not knowingly collect Personal Information from anyone under the Minimum Age.

If you are under the Minimum Age, you are strictly prohibited from using or providing any information on the Website or to us in any format.

If we learn we have collected or received Personal Information from a person under the Minimum Age without verification of parental consent, we will delete such Personal Information. If you believe we might have any Personal Information from or about anyone under the Minimum Age, please contact us at [info@lorenzofoodgroup.com](mailto:info@lorenzofoodgroup.com).

## **Links to Other Websites.**

The Website may contain links to other websites that are not operated or controlled by us. Links to other websites are provided solely for convenience. If you click on a third party link, you will be directed to that third party’s website. Your usage and browsing on any such website are subject to that website’s own policies. **We strongly advise you to review the privacy policy and terms of use of every website you visit.**

**WE ARE NOT RESPONSIBLE FOR THE COLLECTION, PROCESSING OR DISCLOSURE OF PERSONAL INFORMATION COLLECTED THROUGH OTHER WEBSITES. WE HAVE NO CONTROL OVER AND ASSUME NO RESPONSIBILITY FOR THE CONTENT, PRIVACY POLICIES OR PRACTICES OF ANY THIRD PARTY WEBSITES OR SERVICES.**

## **Types of Data Collected.**

### *Personal Information*

While using the Website, we may ask you to provide us with certain limited personally identifiable information (“**Personal Information**”) that can be used to contact or identify you and to respond to your inquiries. Personal Information may include, but is not limited to, the following:

- first name
- last name
- company phone number
- company email address
- data collected automatically, either generated by the use of the Website or from the Website infrastructure itself (hereinafter, “**Usage Data**”)

## *Usage Data*

Usage Data is collected automatically when any device—such as a computer, a cell phone or a digital tablet (hereinafter, “**Device**”)—accesses or interacts with the Website. By way of example, but without limitation, Usage Data may include information such as the following:

- your Device’s Internet Protocol address (hereinafter, “**IP address**”)
- your Device’s operating system type and version number
- your Device’s manufacturer and model
- a Device identifier (such as the Google Advertising ID or Apple ID for Advertising)
- browser type
- browser version
- screen resolution
- other websites you visited before visiting the Website
- general location information, such as your city, state, or geographic area
- the pages of the Website that you visit
- the time and date of your visit
- the time spent on those pages
- other diagnostic data

We may also collect information that your browser sends whenever you visit the Website or when you access the Website by or through a Device.

## **Methods of Data Collection.**

There are various methods in which we may collect both Personal Information and/or Usage Data. By way of example but not limitation, we may collect information from

- you directly when you provide it to us (please visit the section **Information You Provide to Us** below) when you request information about our products or other inquiries you make to us through the Website
- through your use of the Website and links you interact with (please visit the section **Links to Other Websites** above)
- service providers engaged by us to maintain the Website, to perform services necessary for the Website, or to assist us in analyzing how the Website is used (hereinafter, “**Service Providers**”)
- when you interact with our social media pages and/or accounts, which use is also subject to the privacy policies of the Service Provider upon which such page or account is hosted
- automatically as you navigate through our Website (please visit the section **Cookies and Tracking Technologies** below)

## **Information You Provide to Us.**

We may collect Personal Information and/or Usage Data that you provide to us.

Personal Information we collect depends on the context of your interactions with us and the Website, the choices you make and the Website features you use.

By way of example but not limitation, this includes

- the information that you provide by filling in forms on the Website, including, but not limited to, information provided at the time of reporting a problem with the Website
- records and copies of your correspondence (including email addresses) if you contact us please remember to only provide to us business points of contact, and not personal email, address or phone numbers.
- information provided through email and text message
- your responses to surveys that we might ask you to complete for research purposes
- your search queries on the Website

All Personal Information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such Personal Information. We are entitled to rely upon your assurances to us, subject to our verification where required by law.

## **Cookies and Tracking Technologies.**

### ***Overview***

As you navigate through and interact with the Website, we may use automatic data collection technologies to collect certain information about your Device, browsing actions, and patterns.

The Company, our Service Providers, and affiliates may collect, by automated means, information from your browser and Device through cookies and other tracking technologies. If, and to the extent required by applicable law, we will first seek your consent prior to the collection of information through the use of cookies.

Cookies are small data files containing a unique identifier that are placed on your Device when you visit the Website. Cookies, web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs), and similar technologies enable operators of website/apps to recognize your Device and collect information (including Usage Data) from your Device when you interact with them.

Our Service Providers may collect this type of information over time and across third-party websites and mobile applications.

## ***First-Party Cookies and Third-Party Cookies***

When you visit the Website, both first-party cookies and third-party cookies may be placed on your device.

First-party cookies are served directly by us to your Device. We use first-party cookies to recognize your Device when you revisit the Website with that Device.

Third-party cookies are served by our Service Providers to your Device. Third-party cookies can be used for a variety of purposes, including website analytics, advertising and social media features. ***We do not control how these third parties use your information, which is subject to their own privacy policies.*** However, you have choices, other than necessary cookies, that as to whether to accept or reject cookies. See more information below.

### ***Strictly Necessary Cookies***

These cookies are necessary for the Website to function and cannot be switched off in our systems.

They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the Website may not then work.

For example, we use these strictly necessary cookies to

- to help us remember and process the items in your shopping cart; and
- remember your privacy choices and for security purposes.

If you prevent these cookies, we cannot guarantee how the Website will perform during your visit.

***Please note that strictly necessary cookies do not require your consent.***

### ***Performance/Analytics Cookies***

These collect information about how you use the Website. For example, we use these cookies to

- compile aggregated, anonymous data about Website traffic and Website interactions in order to offer better experiences with the Website and tools in the future;
- improve how the Website works; and
- understand what interests our users and measure how effective our content is.

Some of our performance/analytics cookies are managed or tracked for us by third parties.

Please note that we may request your consent before placing performance/analytics cookies on your device. You can give your consent by clicking on the appropriate button on the banner displayed to you.

If you wish to withdraw your consent at any time, you will need to delete and block or disable cookies via your browser settings.

Please note that disabling these cookies will affect the functionality of the Website and may prevent you from being able to access certain features on the Website.

## ***Cookie Settings***

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Website may not work properly.

For more information about cookies, including how to see what cookies have been set on your Device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). If you do not accept our cookies, you may experience some inconvenience in your use of the Website. For example, we may not be able to recognize your Device and you may need to log in every time you visit the Website.

## **Controls for Do-Not-Track Features.**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online DNT browsing activities monitored and collected. At this time, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Policy.

## **Use of Your Personal Information.**

The Company may use Personal Information for the following purposes:

- to fulfill or meet the reason you provided the information. For example, if you share your first name, last name, company email address, and company phone number to ask a question about our products, we will use such information to respond to your inquiry;

- to provide, support, personalize, and further develop the Website and products;
- to provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses;
- to help maintain the safety, security, and integrity of the Website, products, databases and other technology assets, and business;
- for testing, research, analysis, and product development, including to develop and improve the Website and products;
- to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- to prevent and detect fraud;
- to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information about Website users is among the assets transferred (a “**Business Transfer**”);
- in any other way we may describe when you provide the information; and/or
- for any other purpose with your consent.

**WE DO NOT SELL YOUR PERSONAL INFORMATION TO THIRD PARTIES.**

**PLEASE NOTE THAT IF YOU INTERACT WITH OUR BRAND ON SOCIAL MEDIA SITES, THOSE SITES MAY COLLECT YOUR INFORMATION. BEFORE YOU VISIT THOSE SOCIAL MEDIA SITES, PLEASE READ THEIR TERMS REGARDING THEIR DATA COLLECTION AND USE PRACTICES. ADDITIONALLY, CERTAIN MARKETING COOKIES ALLOW THIRD PARTIES TO COLLECT YOUR CONTACT INFORMATION.**

### **Disclosure of Your Personal Information.**

We may disclose Personal Information that we collect or that you provide as described in this Policy, by way of example, but not limitation:

- with Service Providers we use to support our business. Our Service Providers agree to use your information only in support of our business and the uses described in this Privacy Policy.
- to an advisor, buyer, or other successor in preparation of or in the event of a Business Transfer

- with our corporate parent, subsidiaries, and affiliates, including joint venture partners or other companies that we control or that are under common control with us. We will require those subsidiaries and affiliates to honor this Policy.
- to external professional advisors as necessary to defend our legal interests
- to comply with any legal obligation, court order, law, or legal process, including to respond to any government or regulatory request
- to protect against legal liability
- to prevent or investigate possible wrongdoing in connection with the Website
- to enforce or apply the Website Terms of Use ([www.lorenzofoodgroup.com](http://www.lorenzofoodgroup.com)) and other agreements you may enter into with us pursuant to your use and interaction with the Website
- if we believe disclosure is necessary or appropriate to invoke or protect the rights, property, or safety of the Company, our customers, or others
- to fulfill the purpose for which you provide it
- for any other purpose disclosed by us when you provide the information
- with your consent

We will not repurpose your information without prior notice to you and without your consent to such new or additional purpose.

Your information, including Personal Information, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to—and maintained on—computers located outside of your territory where the data protection laws may differ than those from your territory. If you consent to our collection of your information, for example when you make inquiry to us, your information will be collected on our servers in the United States, and processed by our Service Providers where they are located.

## **Retention of Your Personal Information.**

We retain your Personal Information only for as long as is necessary for the purposes set out in this Policy.

By way of example but not limitation, we will retain and use your Personal Information and Usage Data to the extent necessary

- to respond to your requests



- to fulfill our transactions with you and your company
- to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws)
- to resolve disputes
- to enforce our legal agreements and policies
- for internal analysis purposes
- to strengthen the security or to improve the functionality of the Website

## **Security of Your Personal Information.**

We have implemented technical and organizational measures designed with the intent to (i) secure your Personal Information; and (ii) mitigate the risk of accidental loss or unauthorized access, use, alteration, or disclosure of your Personal Information.

Under certain circumstances, these measures may include but are not limited to the following:

- the pseudonymization (where necessary) and/or encryption of Personal Information
- the means to restore the availability and access to Personal Information in a timely manner in the event of a physical or technical incident
- testing, assessing and evaluating the effectiveness of technical and organizational measures implemented with the intent to securely process information
- limiting to whom in the Company has access to your data

Unfortunately, the transmission of information via the Internet is not completely secure. **WHILE WE STRIVE TO USE COMMERCIALY ACCEPTED MEANS TO PROTECT YOUR PERSONAL INFORMATION, WE CANNOT GUARANTEE ITS ABSOLUTE SECURITY. TO THE FULLEST EXTENT ALLOWED BY LAW, ANY TRANSMISSION OF PERSONAL INFORMATION IS AT YOUR OWN RISK. WE ARE NOT RESPONSIBLE FOR CIRCUMVENTION OF ANY PRIVACY SETTINGS OR SECURITY MEASURES CONTAINED ON THE WEBSITE.**

**The safety and security of your information also depends on you.**

We urge you to be careful about giving out information in public areas of the Website, such as message boards. The information you share in public areas may be viewed by any user of the Website.

***Limit Personal Information:*** We again remind you to interact with us only through company owned or issued devices and only through company email accounts to minimize the Personal Information you share with us. Further, we do not need your sensitive personal information for any reason. Accordingly, please do not post or share any such information with us. To the extent that you create a password to access any aspect of our services, do not use that password for multiple accounts.

***Verify Before Sending Funds:*** Should you receive contrary instructions for payment that appear to be from us, PLEASE pick up the phone and contact your account contact at our office (not using the points of contact on the communication with alternate payment terms) to verify such instructions are in fact from us.

## **Your Privacy Rights.**

Under applicable laws, you may have rights to access, update, rectify, or erase certain Personal Information that we have about you or restrict or object to certain activities in which we engage with respect to your Personal Information. If you have such rights and your request complies with the requirements under applicable laws, we will give effect to your rights as required by law.

Note, however, that we do not enter into any consumer transactions. Any Personal Information we collect is solely in relation to business to business transactions.

If and to the extent that you have rights in this regard under applicable privacy laws, please contact us using the details in the section **Contact Us** below. We may need to request specific information from you to help us confirm your identity and ensure your right to access your Personal Information (or to exercise any of your other rights). This is a security measure to ensure that Personal Information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## **Contact us.**

You may contact us using the following details:

Website contact form: <https://www.yorkstreetmarket.com/contact-us>

Email address: [info@lorenzofoodgroup.com](mailto:info@lorenzofoodgroup.com)

Postal address: 196 Coolidge Avenue Englewood, NJ 07631