

Pacific Nutritional Foods, Inc.  
www.pnfinc.com  
Website Privacy Policy

Last Updated and Effective Date: February 8, 2021

Pacific Nutritional Foods, Inc. (“us,” “we,” or “Company”) is committed to respecting the privacy rights of its customers, visitors, and other users of the Company Website (“the Site”). We created this Website Privacy Policy (“Privacy Policy”) to give you confidence as you visit and use the Site, and to demonstrate our commitment to fair information practices and the protection of privacy. This Privacy Policy is only applicable to the Site and any offline location where we make this Policy available to you, and not to any other websites that you may be able to access from the Site, each of which may have data collection, storage, and use practices and policies that differ materially from this Privacy Policy.

This Privacy Policy applies to www.pnfinc.com and Pacific Nutritional Foods, Inc. websites, services, applications, and products that display these terms (collectively, our “sites”). The Privacy Policy also applies to the sites of all subsidiaries and affiliates of Pacific Nutritional Foods, Inc. unless otherwise noted on any particular site. By using the sites, you agree to the terms of this Privacy Policy.

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## **Information Collection Practices**

### **Types of Information Collected**

(a) Traffic Data Collected. We automatically track and collect the following categories of information when you visit our Site: (1) IP addresses; (2) domain servers; (3) types of computers accessing the Site; and (4) types of web browsers used to access the Site (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site. We also use "cookies" to customize content specific to your interests, to ensure that you do not see the same advertisement repeatedly, and to store your password so you do not have to re-enter it each time you visit the Site. Small graphic images or other web programming code called web beacons (also known as "1x1 GIFs" or "clear GIFs") may be included in our web and mobile pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web or mobile page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count users of the sites, to monitor how users navigate the sites, to count how many e-mails that were sent were actually opened or to count how many particular articles or links were actually viewed. An embedded script is programming code that is designed to collect information about your interactions with the sites, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third-party service provider, is active only while you are connected to the sites and is deactivated or deleted thereafter.

(b) Personal Information Collected. In order for you to access certain services and to purchase products that we offer via the Site, we require you to provide us with certain information that personally identifies you ("Personal Information"). Personal Information includes the following categories of information: (1) Contact Data (such as your name, mailing address, and e-mail address); (2) Financial Data (such as your account or credit card number); and (3) Demographic Data (such as your zip code and age). If you communicate with us by e-mail, post messages to any of our chat groups, bulletin boards, or forums, or otherwise complete online forms, surveys, or contest entries, any information provided in such communication may be collected as Personal Information.

### **Uses of Information Collected**

(a) Company Use of Information. We use Contact Data to send you information about our company or our products or services, or promotional material from some of our partners, or to contact you when necessary. We use your Financial Data to verify your qualifications for certain products or services and to bill you for products

and services. We use your Demographic Data to customize and tailor your experience on the Site, displaying content that we think you might be interested in and according to your preferences.

(b) Sharing of Personal Information. We share certain categories of information we collect from you in the ways described in this Privacy Policy. We share Demographic Data with advertisers and other third parties only on an aggregate (i.e., non-personally identifiable) basis. We share Contact Data with other companies who may want to send you information about their products or services, unless you have specifically requested that we not share Contact Data with such companies. We also share Contact Data and Financial Data with our business partners who assist us by performing core services (such as hosting, billing, fulfillment, or data storage and security) related to our operation of the Site. Those business partners have all agreed to uphold the same standards of security and confidentiality that we have promised to you in this Privacy Policy, and they will only use your Contact Data and other Personal Information to carry out their specific business obligations to Company. If you do not want us to share your Contact Data with any third parties, please email us at [contact@pnfinc.com](mailto:contact@pnfinc.com) or select the "opt out" box on our online forms, but please understand that such a request will likely limit your ability to take advantage of all of the features and services we offer on the Site. In addition, we maintain a procedure for you to review and request changes to your Personal Information; this procedure is described in the Section entitled "User Ability to Access, Update, and Correct Personal Information," below.

(c) User Choice Regarding Collection, Use, And Distribution of Personal Information. You may choose not to provide us with any Personal Information. In such an event, you can still access and use much of the Site; however, you will not be able to access and use those portions of the Site that require your Personal Information. If you do not wish to receive information and promotional material from us or from some of our partners, you may select the appropriate "opt-out" option each time we ask you for Personal Information.

## **Confidentiality and Security of Personal Information.**

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information private and will not share it with third parties, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our Terms of Service. Your Personal Information is stored on secure servers that are not accessible by third parties. We provide you with the capability to transmit your Personal Information via secured and encrypted channels if you use a similarly equipped web browser.

## **Minors and Children**

Our sites are generally meant for adults. We do not knowingly collect any personal information from children under 13 on our sites without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has

given us information, you can email us at [contact@pnfinc.com](mailto:contact@pnfinc.com). You can also write to us at the address listed at the end of this policy. Please mark your inquiries "COPPA Information Request."

Parents, to learn more about how to protect your child online read the helpful information provided by the FTC. <https://www.consumer.ftc.gov/articles/0031-protecting-your-childs-privacy-online>

**User Ability to Access, Update, and Correct Personal Information.** We maintain a procedure in order to help you confirm that your Personal Information remains correct and up to date. At any time, you may visit your personal profile at [www.morinu.com/account-login](http://www.morinu.com/account-login). Through your personal profile you may: (a) review and update your Personal Information that we have already collected; (b) choose whether you wish us to send you information about our company, or promotional material from some of our partners; and/or (c) choose whether you wish for us to share your Personal Information with third parties.

**Lost or Stolen Information.** You must promptly notify us if your credit card, username, or password is lost, stolen, or used without permission. In such an event, we will remove that credit card number, username, or password from your account and update our records accordingly.

**Public Information.** The Site contains links to other websites. We are not responsible for the privacy practices or the content of such websites. We also make chat rooms, forums, message boards, and news groups available to you. Please understand that any information that is disclosed in these areas becomes public information. We have no control over its use, and you should exercise caution when deciding to disclose your Personal Information.

### **Information Stored in the United States**

The sites and services are operated in the United States and intended for users located in the United States. If you are located anywhere outside of the United States, please be aware that information we collect, including, Personal Information, will be transferred to, processed, and stored in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By using the sites or providing us with any information, you consent to this transfer, processing, and storage of your information in the United States.

**Updates and Changes to Privacy Policy.** We reserve the right, at any time and without notice, to add to, change, update, or modify this Privacy Policy, simply by posting such change, update, or modification on the Site and without any other notice to you. Any such change, update, or modification will be effective immediately upon posting on the Site.

## Your California Privacy Rights.

### Shine the Light

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family, or household use are entitled to request and obtain from us, once each calendar year, information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately preceding calendar year.

To obtain this information, please send an e-mail message to [contact@pnfinc.com](mailto:contact@pnfinc.com) with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide in response the requested information to you at your e-mail address.

Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only required information will be included in our response.

### Eraser Button

Under California's "Eraser Button" law, California residents under age 18 who have registered to use the site may request removal of content they have posted. To make a request, please send an e-mail to [contact@pnfinc.com](mailto:contact@pnfinc.com) with your request.

### California Consumer Privacy Act

The California Consumer Privacy Act ("CCPA") provides additional rights to residents of California regarding our information collection and use practices.

#### (a) Categories of Personal Information Collected

We identify below the categories of personal information that we have collected about our users in the last 12 months, using the categories provided in the CCPA.

Categories	Examples
A. Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or account name.
B. Customer Records Information	A name, signature, or telephone number.
C. Characteristics of protected classifications under California or federal law	Age.

D. Commercial Information	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
E. Biometric Information	None.
F. Internet or Other Electronic Network Activity Information	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.
G. Geolocation Data	Physical location.
H. Audio, Visual, Electronic, Thermal, Olfactory, or Similar Information	Audio.
I. Professional or Employment-related Information	Specific to employees only.
J. Educational Information	None.
K. Inferences	Profile reflecting preferences or behavior.

For more detail on the information we collect, including the sources we receive information from, please refer to our Information Collection Practices above. We collect and use these categories of personal information for the business purposes described in the Information Collection Practices section above.

(b) Categories of Personal Information Sold. Pacific Nutritional Foods, Inc. does not sell information as defined under the California Consumer Privacy Act.

(c) Rights of California Residents

(1) Right to Know

You have the right to know certain details about our data practices in the past 12 months. In particular, you may request the following from us:

- The categories of personal information we have collected about you;
- The categories of sources from which the personal information was collected;
- The categories of personal information about you we disclosed for a business purpose or sold;
- The categories of third parties to whom the personal information was disclosed for a business purpose or sold;
- The business or commercial purpose for collecting or selling the personal information; and
- The specific pieces of personal information we have collected about you.

To exercise the Right to Know, please submit a request through our Online Form, or call us at 503-692-3498, or e-mail us at [contact@pnfinc.com](mailto:contact@pnfinc.com). In the request, please specify which right you are seeking to exercise and the scope of the request. We will confirm receipt of your request within 10 days. We may require specific

information from you to help us verify your identity and process your request. If we are unable to verify your identity, we may deny your requests to know.

#### (2) Right to Delete

You have the right to request that we delete the personal information we have collected from you in the last 12 months. To exercise the Right to Delete, please submit a request by calling us at 503-692-3498 or by e-mailing us at [cs3morinu.com](mailto:cs3morinu.com). We will confirm receipt of your request within 10 days. We may require specific information from you to help us verify your identity and process your request. If we are unable to verify your identity, we may deny your request to delete. If we deny your request, we will explain the reason why in our response.

#### (3) Right to Opt-Out

You have the right to tell us not to sell your information at any time. You may submit a request to opt-out by contacting [contact@pnfinc.com](mailto:contact@pnfinc.com) or by calling 503-692-3498.

If you are a California resident and we know you are under 16 years of age, we will not sell your personal information unless (i) you are 13 years of age or more and have provided opt-in consent and confirmed that choice, or (ii) you are under 13 years of age and your parent or guardian has provided affirmative authorization of that sale. If you or your parent or guardian has provided opt-in consent, you can change your mind at any time by e-mailing us at [contact@pnfinc.com](mailto:contact@pnfinc.com).

#### (4) Right to Non-discrimination

You have the right not to receive discriminatory treatment by us for exercising any of your rights.

#### (5) Authorized Agent

You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent's permission to do so and verify your identity directly.

## Contacting Us

If you have any questions about this Policy, or our practices related to this Site, please contact us at:

Pacific Nutritional Foods, Inc.  
9960 SW Potano Street  
Tualatin, OR 97062  
Tel. 503-692-3498  
[Contact@pnfinc.com](mailto:Contact@pnfinc.com)