

## **Privacy Policy**

Fields Good Chicken LLC (“FGC,” “We,” “Us” or “Our”) recognizes the importance of safeguarding the personal information provided to us by the users of our website, [www.fieldsgoodchicken.com](http://www.fieldsgoodchicken.com) (the “Website” or the “Site”). FGC is committed to safeguarding that personal information and has implemented this privacy policy (the “Policy”) and internal policies and practices to keep your personal and financial information secure.

The Policy covers our treatment and use of personally identifiable information and/or personal data that is collected via the Website (the “Personal Information”) from users of the Site (“Users”) when such Users electronically communicate with or otherwise access the Website. This Privacy Policy covers only Personal Information that is collected through the Website and does not govern Personal Information collected from any other source or in any other manner.

You are responsible for making sure that you are aware of FGC’s most current Privacy Policy. You can tell when we make changes to this Policy by visiting the page you’re reading now and referring to the “Last Updated” date at the top of this page to learn when this Policy was last revised.

The Privacy Policy is incorporated by reference into and made a part of our Terms and Conditions of Use of the Website, and explains how Users’ information and data is used:

- California Privacy Rights
- Collection and Use of Information
  - Collection of Information
    - Collection and Use of Personal Information
    - Financial Information
    - IP Address
    - Other Information
  - Use of Cookies, Plug-ins and Web Beacons; Use of Analytics
  - Do Not Track Signals
  - Your Consent
    - In General
    - Feedback, Surveys and Postings
  - Use of Information
    - In General
    - Opting In and Opting Out of Electronic Communications
    - Lawful Access, Legal Action and Investigations
    - Disclosure of Personal Information to Non-Affiliated Third Parties
    - Acquisition of Business
    - Retention of Personal Information
- Links to Other Websites

- Information Storage and Protection
- Options to Review and Opt-Out Choices
- Changes in Policy
- Governing Law
- Contact Us

Under California law, California residents who have provided personally identifiable information to a company have the right to request the categories of Personal Information and the specific pieces of personal information that the company has collected from you. California residents also have the right to request a list of all third parties to whom that company had disclosed such information for the third parties' direct marketing purposes during the preceding calendar year, along with a list of the categories of Personal Information that had been so disclosed. FGC only shares users' Personal Information, including but not limited to e-mail addresses, with third parties with your consent, and gives you the right to opt out of having your Personal Information disclosed to third parties for the third parties' direct marketing purposes. If you are a California resident who would like information on how to exercise your rights concerning third party disclosures under California law, you may send an email to hello@fieldsgoodchicken.com.

#### Collection and Use of Information

The Personal Information We Collect. This Policy applies to all information collected by or submitted to [www.fieldsgoodchicken.com](http://www.fieldsgoodchicken.com). We consider "personal information" to mean information about an identifiable individual. For example, if you order food through the Website, or create an account with FGC, or participate in surveys, provide feedback, or agree to receive electronic communications from FGC, you will be asked to provide a variety of information including, but not limited to, your name, mailing address, email address, and phone number. If you create an account, you will be asked to provide a user name and password.

Financial Information. FGC will require billing and payment information such as credit and debit card information when you order food from FGC and/or when you create your account. However, all payment transactions entered into on the Website are processed by the third party payment processor, Worldpay. Your payment information when you order food and/or create an account is thus provided to Worldpay, and the Privacy Policy and Terms and Conditions of Use of Worldpay will govern use and disclosure of that information. We encourage you to read carefully Worldpay's Privacy Policy and Terms and Conditions of Use which can be accessed from its website. FGC does not use or store your financial information.

Additionally, when you click on one of Fields Good Chicken's store locations to order food, you will be redirected to a website hosted by LevelUp. (<https://fieldsgoodchicken.thelevelup.com/>) ("LevelUp"). Information collected by LevelUp when you place your order for food pick up or delivery is not governed by the Privacy Policy and/or Terms and Conditions of this Site. You should read the Privacy Policy and any Terms and Conditions of LevelUp to understand the ways in which your Personal Information is stored and/or protected by LevelUp. Similarly, you may visit other websites that are related to or affiliated with this Site and which may collect your financial information. Such websites are not governed by the Privacy Policy and Terms and Conditions of this Site. You are encouraged to review the policies and terms of these other websites to understand how your Personal Information, including your financial information, is collected and maintained by such websites.

IP Address. An IP (Internet Protocol) address is a number that is automatically assigned to your computer by your internet service provider when you log on. Your IP address is not linked to your Personal Information but FGC does reserve the right to use IP addresses to identify individuals who threaten the Website or other users or visitors. IP addresses may also be used to help diagnose problems with the Website and to gather broad anonymized demographic information about users of its Website.

Other Information.

FGC contracts with non-affiliated third parties/business partners to host the Website and to provide data collection and reports regarding users' activities on the Website. These non-affiliated third parties/business partners use cookies and other activity tracking measures on our behalf and receive information about the Users' browsing activity and collects anonymized information (meaning without attaching it to any personally identifiable user) and aggregates information collected from Users. These non-affiliated third parties/business partners have agreed not to use this information other than (i) in connection with providing services to us to make our Website more useful and efficient, (ii) as permitted in this Privacy Policy, or (iii) as otherwise permitted by law. We will not share your personally identifiable Personal Information with third parties without your express consent.

FGC will also aggregate Personal Information and may use, share and disclose such aggregated Personal Information as permitted by law. For example, we may use such aggregated Personal Information for research and product development purposes, and may also share such aggregated Personal Information with Fields Good Chicken's business partners.

Regardless of whether a User has chosen to limit Fields Good Chicken's sharing of Personal Information as collected on the Website, FGC may, without restriction, use, share and disclose aggregated statistics about Users, along with specific information concerning individual Users that is not Personal Information in any way permitted by applicable law.

**Use of Cookies and Web Beacons; Use of Google Analytics**

The Website may make use of: (i) "cookies" - small data files which we may send to your computer on the basis of the information that we have collected about your visit; and (ii) "web beacons" – small strings of code that provide a graphic image that surveys visitors' internet activity. They contain information allowing us to recognize when you are visiting the Website and to keep track of your activities on the Site and your preferences. Through the use of cookies and web beacons, we also may automatically collect information about your online activity on our Website, such as the links you click and the searches you conduct on our Website. Cookies are stored in your computer's browser or on your hard drive and can then be retrieved by the Website.

If you want to delete any cookies that were already sent to your computer, please refer to your web browser's "Help" facility. In addition, most web browsers can be set to prevent you from receiving new cookies, notify you before accepting cookies or disable cookies altogether. Details about this can normally be found in the "Help" facility provided with your browser. Please note that if you disable cookies you may not be able to take advantage of some of the Site's interactive functionality.

Fields uses a web analytics tool called Google Analytics that helps website and mobile application owners understand how visitors engage with their websites. We can view a variety of reports about how visitors interact with our Website so we can improve it. Google Analytics collects information anonymously. Google Analytics uses cookies, and IP addresses, and reports website trends without identifying individual visitors. For more information related to Google Analytics, click here: <http://www.google.com/analytics/learn/privacy.html>. You can opt-out of Google Analytics by installing the Google Analytics Opt-out Browser Add-On. For information about, and to install, the Google Analytics Opt-out Browser Add-on, click here: <https://tools.google.com/dlpage/gaoptout?hl=en>

### **Do Not Track Signals**

Certain web browsers provide users with an option by which you may have your browser send a “Do Not Track” signal to websites that you are visiting, advising the recipient websites that you do not want to have your online activity tracked. However, the way browsers communicate such “Do Not Track” signals is not yet uniform and, accordingly, our Website does not take any action in response to such signals. In the event a final standard is developed and accepted, we may reassess how we should respond to such signals.

#### **In General**

We only collect, use and/or disclose your Personal Information with your consent. We will ask for your consent to collect and maintain your Personal Information; to share your personal information with third parties for marketing or other purposes; to use your Personal Information to communicate with you electronically and otherwise; and to track your activities on the Site using cookies and other tracking devices.

When you register for an account through the Website, we will provide you with the opportunity to receive information from companies or individuals who have services, products, information and/or offers that we think might be of interest to you. If you elect to receive such information or offers, FGC may from time to time provide your contact information to these entities so that they may send you such information, with your consent. If you no longer want us to share your contact information with others, follow the instructions set forth in the **Opting In and Opting Out of Electronic Communications** section in this Policy. If you no longer want to receive information from those third parties, you will need to opt out of those communications by following the instructions set forth in such other parties' privacy policies.

You must be 18 years of age to use the Website and a resident of the United States. FGC does not knowingly collect or maintain any Personal Information from children under the age of 13, and no part of this Website is designed with the purpose of attracting such children. If you use the Website from any country outside the United States, the various communications will necessarily result in the transfer of information across international boundaries. By visiting the Website, you consent to these transfers.

#### **Use of Information**

**In General.** We use the Personal Information you provide to us for the purpose of communicating with the parties to the transactions in which you are engaged or with other persons or entities with whom

you are involved in connection with the transactions on the Website and to process and bring those transactions to completion and is also be used in the following ways:

- to deliver materials, information and services which may be of interest to you,
- to provide you products and services that you order or request through the Website,
- to give you notice of and/or resolve any problems that may arise in connection with our services,
- to better understand the needs and interests of our customers,
- to analyze the success of our services and Website and for research and development purposes,
- to manage the Website's interactive functionality,
- to help us improve and enhance the Website experience for all of its visitors, and customize the content on our Website, for compliance with our legal and regulatory obligations, which we may do without your consent,
- as otherwise reasonably required to provide customer services and maintain the Website, to investigate potential breaches of the Terms and Conditions of Use of the Website,
- for any other purpose outlined in this Privacy Policy and/or the Terms and Conditions of which this Privacy Policy is a part, and
- as otherwise permitted by law.

We may also use your Personal Information to contact you via direct postal mail and/or electronically to the extent you have opted-in and agreed to receive such communications, and as such activity is permitted by law. With your consent, this information may also be used to help Fields Good Chicken and its commercial partners, and services providers deliver information to you, and for other purposes as are reasonably necessary to provide the services requested by you. You will be given the opportunity to opt-out of receiving future mailings or other messages each time you receive such communications from us by following the instructions in the e-mail or other message you receive from us or by following the instructions set forth in the **Opting In and Opting Out of Electronic Communications** section in this Policy.

**Opting In and Opting Out of Electronic Communications.** At certain points where Personal Information is collected on our Website, there will be a box to indicate that you wish to receive certain information or communications from us. You must opt in to receive electronic communications, such as emails from us. You may also opt-out of receiving any such communications in the future at any time. In all of our electronic communications you will be given the opportunity to opt out of receiving future communications.

**Lawful Access, Legal Action and Investigations.** Your Personal Information may otherwise be disclosed to non-affiliated third parties with your consent, or to comply with, applicable laws and regulations. Your Personal Information is transmitted and stored only on servers located in the U.S. We may disclose Personal Information if we believe it is necessary to investigate, prevent, or take action regarding suspected illegal activities or fraud, situations involving the physical safety of any person, violations of our Terms and Conditions of Use, or otherwise in accordance with applicable law.

**Disclosure of Personal Information to Non-Affiliated Third Parties.** In addition to the above disclosures, FGC may share your Personal Information, without restriction, with companies and organizations that we retain to perform services for us, such as those that provide data processing, computer software maintenance and development, and companies providing professional, legal or accounting advice to us.

In such situations, FGC requires that these companies and organizations agree to (a) maintain the confidentiality of the Personal Information, and (b) limit the use of such Personal Information to the purposes for which it was provided. We will not sell, rent or market Personal Information collected on this Website to non-affiliated third parties for their marketing purposes, unless we have your consent. However, we may disclose aggregated statistics about visitors to the Website, along with anonymous information concerning individual users of the Website. We may aggregate anonymized information with additional information collected from the Site and from other sources. We may share anonymized information (including aggregate information) we collect regarding our users with third parties (such as advisors, and/or consultants) for various business purposes including conducting general business analysis, and developing website content and services.

**Use of Your Personal Information Within FGC and With Its Affiliates.** In order to provide you with efficient and reliable services and to improve product and service options available to you, **with your consent**, FGC may share your Personal Information with our affiliated entities, in which case your personal information will be collected, used, disclosed, managed and stored in accordance with this policy as set forth herein. Our affiliates are companies controlled or owned by us, or companies that control us, or are under common control with us ("Affiliates"). The Site is intended for users in the United States and its territories and possessions, but if you use the Site from any country outside the United States, the various communications will necessarily result in the transfer of information across international boundaries, and by visiting the Site, you consent to these transfers as required or permitted by applicable law. We will not share your Personal Information with unaffiliated third parties, except as stated in this privacy Policy, without your consent. Your Personal Information will be stored on servers located in the United States.

**Acquisition of Business.** In the event that FGC, or an Affiliate is involved in a merger, acquisition, consolidation, restructuring, reorganization, liquidation, sale or similar transaction relating to any portion of its business and/or assets, or in the unlikely event that FGC goes out of business or enters bankruptcy, each User hereby acknowledges and agrees that the Website, all data collected on the Website (including Personal Information still within our possession, custody or control), and any of our rights and obligations under this Privacy Policy may be included in the assets of, and/or transferred pursuant to, such transaction, and that any acquirer or successor (or a third party through bankruptcy) of FGC may continue to use the Personal Information as set forth in this Privacy Policy. If that occurs, a notice will be posted to such effect on the Website and/or notification will be provided by any other media or contact method as may be required by applicable laws and regulations.

**Retention of Personal Information.** Personal Information is retained to deliver our services, to otherwise fulfill identified or apparent purposes, and Personal Information may be retained for record-keeping, unless you request deletion of it. At some point FGC may elect to destroy, erase or anonymize your Personal Information. Once anonymized, we undertake not to re-identify the information.

You have the right to request access to the Personal Information that we hold about you, which includes the right to amend or correct that information, as appropriate, and to receive an account of how it has been used and a list of the organizations to whom it has been disclosed. You also have a right to request that FGC delete your Personal Information from its records. In some circumstances, you may have the right to object to FGC's use of that Personal Information. You may request access to, updating and deletion of your Personal Information by writing to [hello@fieldsgoodchicken.com](mailto:hello@fieldsgoodchicken.com).

To protect the confidentiality of your information and respect your wishes for how it is used, FGC requests your consent for many uses of your Personal Information, and offers “opt out” alternatives. Specifically, you may instruct us not to share Personal Information about you with our Affiliates and/or third party marketers. As noted above, you may also opt-out of receiving electronic communications from us at any time. You may make your privacy choice at any time and it will remain in effect until you change it.

If you would like to check, change, or confirm your privacy choices please contact us at [hello@fieldsgoodchicken.com](mailto:hello@fieldsgoodchicken.com).

### **Links to Other Websites and Services**

The Website may contain links to various other sites. These sites may seek to collect from your user information voluntarily or may otherwise collect certain information (for example, your IP address). Please be aware that these other websites may have different privacy policies that may subject users to different privacy practices. Please review the privacy policies of such other websites for information concerning what information is collected on such websites and how it is used.

Our website also includes links to social media features, including Facebook, Twitter and Instagram. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing the feature, which we encourage you to review.

### **Information Storage and Protection**

FGC will maintain reasonable procedures to protect the security and confidentiality of Personal Information provided to it by Users, in accordance with Applicable Law.

There are industry standard safeguards in place to protect Users’ Personal Information, such as the use of firewalls and SSL certificates, and limiting access to such information by company personnel. Personal Information will be stored in databases and servers located in the United States. However, no transmission made through the internet can be made completely secure, and accordingly, we will not, to the extent permitted by applicable law, be liable for the disclosure of any Users’ Personal Information that occurs as a result of, for example, transmission errors or the actions of any third party.

In the unlikely event that we determine that there may have been a security breach that results in the unauthorized disclosure of Personal Information to a third party, FGC will promptly notify consumers whose Personal Information it reasonably believes may have been compromised by posting information on the Website and, if email contact is possible, then also by sending an email notification with respect to the situation.

### **Options to Review and Opt-Out Choices**

In addition to having the ability to opt-out of receiving electronic communications, such as emails from FGC (to unsubscribe, click “unsubscribe” button at the bottom of such emails), Users may access, review and, in certain situations, update, revise and/or delete certain Personal Information by accessing and editing their accounts on the website or by sending an e-mail to our privacy officer at \*[email address]\* Additionally, please note that while you may request the updating, revision or deletion of such information, a copy of the unrevised information may be maintained in FGC’s records after any such revision or deletion for certain purposes.

As the Website evolves, Users may be offered additional options for reviewing and/or editing Personal Information. Please check this Privacy Policy often to make sure you have reviewed the most recent version.

If for any reason you wish to discontinue the use of the Website and have your Personal Information removed from our database, please contact us at hello@fieldsgoodchicken.com.

### **Changes in Policy**

From time to time, FGC’s Privacy Policy may change. FGC will post changes to the Privacy Policy on the Website. Please review this Privacy Policy often so that you will remain abreast of our current policies. Users of the Website are responsible for making sure they are aware of the provisions of FGC’s most current (see the date at the top of this Privacy Policy) Privacy Policy.

### **Governing Law**

This Privacy Policy shall be governed by the laws of the State of New York of the United States of America, without regard to its conflict of law provisions. Please click [here](#) to review the terms relating to **Disputes and Governing Law** for this Website.

### **Contact Us**

If you have any questions or complaints concerning this Privacy Policy or our handling of your Personal Information you may contact us at hello@fieldsgoodchicken.com.

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