

PRIVACY POLICY

Welcome to Sweet Spot Ice Cream!

Sweet Spot Ice Cream respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website while perusing through our catalogue (Ice Cream, Sugar Free, Non-Dairy, Cookies, Bakery, Coffee, and Cold Drinks), together, "Products") and tell you about your privacy rights and how the law protects you.

Sweet Spot Ice Cream shall collect data from you, through our interactions with you and through your purchasing of our Products. You provide some of this data directly, and we get some of it by collecting data about your interactions, use, and experiences with our Products. The data we collect depends on the context of your interactions with Sweet Spot Ice Cream and the choices you make, including your privacy selections and options and the 3D Printed Products and services you use.

By registering and using the website, you are accepting the practices described in this Privacy Policy. Use of the website is also subject to our Terms and Conditions.

This Privacy 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 the policy periodically for updates. This Privacy Policy has been developed and is maintained in accordance with all applicable federal and international laws and regulations and specifically with the California Online Privacy Protection Act (CalOPPA – U.S regulation).

1. GENERAL INFORMATION

The personal data of the users that are collected and processed through the website:

<https://www.sweetspoticecream.com>

Will be under responsibility and in charge of:

Sweet Spot Ice Cream LLC.

eat@sweetspoticecream.com

(Hereinafter referred to as Sweet Spot Ice Cream).

2. TYPES OF INFORMATION GATHERED

The information we learn from customers helps personalize and continually improve your experience at Sweet Spot Ice Cream. Here are the types of information we gather:

Information You Give Us. You provide information when you search, read and watch the content, buy the products and/or communicate with us. As a result of those actions, you might supply us with the following information:

- First and last name
- Email address
- Phone number (includes WhatsApp number)

- Address (shipping purposes)
- ZIP/Postal code
- IP address
- Payment Information
- Any additional information relating to you that you provide to us directly through our website or indirectly through our website or online presence such as 'cookies'.

Sweet Spot Ice Cream will not collect any personally identifiable information about you, unless you provide it.

Payment information: Your credit card information or payment information will be processed by "TOAST POS" (payment platform available on the website), which will treat and safeguard your data with total security and with the exclusive purpose of processing the purchase of the products. Sweet Spot Ice Cream reserves the right to contract any payment platform available in the market, which treats your data for the exclusive purpose of processing the purchase of the products.

Please consult TOAST privacy policy here:

<https://pos.toasttab.com/privacy>

GOOGLE Analytics. We use Google Analytics provided by Google, Inc., USA ("Google"). These tool and technologies collect and analyze certain types of information, including IP addresses, device and software identifiers, referring and exit URLs, feature use metrics and statistics, usage and purchase history, media access control address (MAC Address), mobile unique device identifiers, and other similar information via the use of cookies. The information generated by Google Analytics (including your IP address) may be transmitted to and stored by Google on servers in the United States. We use the GOOGLE Analytics collection of data to enhance the website and improve our service.

Please consult Google's privacy policy here:

<https://policies.google.com/privacy>

Facebook Pixel: Our website uses Facebook pixels that enable us, our advertisers and service providers:

- Collect statistics on our websites and social networks (for example, number of users who visited a page).
- Collect information about how you interact with our websites and social networks (e.g., whether you opened or followed links contained within).
- Personalize online services and marketing communications.
- Match ads to users and optimize advertising campaigns.

The Facebook pixel is applicable to Instagram and Facebook advertising.

Please consult Facebook's privacy policy here:

<https://www.facebook.com/privacy/explanation>

Automatic Information. Like many websites, we use "cookies." We obtain certain types of anonymous information which is not personally identifiable when your web browser accesses, Sweet Spot Ice Cream or third-party content served by or on behalf of Sweet Spot Ice Cream on other websites. Some of the information we collect and analyze includes the Internet protocol (IP) address; computer and connection information such as browser type, version, and connection

speed; purchase history; and the products you searched for, viewed, and possibly purchased.

4. HOW LONG WE KEEP YOUR DATA

Personal data will be kept for the time necessary for the provision of the services. The owner may be allowed to retain personal data for a longer period whenever the user has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the owner may be obliged to retain personal data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority. Once the retention period expires, personal data shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

5. HOW WE USE YOUR INFORMATION.

In general, we use the information we collect primarily to provide, maintain, protect and improve our current website and products and to develop new products and services. We use personal information collected through our site as described below and described elsewhere in this Policy to:

- Identify you as a user in our system.
- Process payments.
- Improve our products, website, and how we operate our business.
- Understand and enhance your experience using our website and products.
- Respond to your comments or questions through our support team.
- Send you related information, including confirmations, invoices, technical notices, updates, security alerts and support and administrative messages.
- Communicate with you about upcoming events, offers and news about products and services offered by Sweet Spot Ice Cream and our selected partners.
- Marketing purposes of Sweet Spot Ice Cream.
- Link or combine your information with other information we get from third parties to help understand your needs and provide you with better service.
- Protect, investigate and deter against fraudulent, unauthorized or illegal activity.
- To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising.
- To use data analytics to improve our Products, marketing, customer relationships and experiences.
- To personalize Products and services we offer to you.
- To provide our services, which includes updating, securing, and troubleshooting, as well as providing support to our customers,
- To create aggregated and anonymized statistical or demographic data for legal and business purposes (where such data will not directly or indirectly reveal your identity).

6. HOW DO YOU GET MY CONSENT?

By registering on the website and providing us with personal information to communicate with you, you consent to our collection, storage and use of your information on the terms contained in this privacy policy. You may withdraw your consent by sending us your request via the contact information or the contact page.

7. SOCIAL MEDIA

On our website you will find links and functions linked to different social networks, in which you can share your information.

It is advisable to consult the privacy policy and data protection of each social network used on our website.

Facebook: <https://www.facebook.com/privacy/explanation>

Instagram: <http://instagram.com/about/legal/privacy/>

8. YOU ARE RESPONSIBLE FOR INFORMATION THAT YOU SHARE IN PUBLIC

When you post a public comment or a customer's review on our website, or other platform, the comments and data you post, including your username and other information about yourself, will be publicly accessible. This personal data can be viewed online and collected by other entities. We are not responsible for the way other people use this personal data. When contributing to any public discussion, we strongly recommend you avoid sharing any personal details, including information that can be used to identify you directly such as your name, age, address or location. We are not responsible for the privacy of any identifiable information that you post in public pages of our website or third-party websites.

9. HOW WE SHARE INFORMATION

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below.

Third-Party Service Providers. We employ other companies and individuals to perform functions on our behalf. Examples include process payments (TOAST POS), host the website, sending email, analyzing data (Google Analytics), Create Ads (Facebook, Google), providing marketing assistance, providing search results and links. They have access to personal information needed to perform their functions, but may not use it for other purposes.

Business Transfers. In the event that Sweet Spot Ice Cream creates, merges with, or is acquired by another entity, your information will most likely be transferred. Sweet Spot Ice Cream will email you or place a prominent notice on our Website before your information becomes subject to another privacy policy.

Protection of Sweet Spot Ice Cream and others. We release personal information when we believe release is appropriate to comply with the law, enforce or apply our Terms and conditions and other agreements, or protect the rights, property, or safety of Sweet Spot Ice Cream, our users or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

With Your Consent. Other than as set out above, you will receive notice when personally identifiable information about you might go to third parties, and you will have an opportunity to choose not to share the information.

Anonymous Information. Sweet Spot Ice Cream uses the anonymous browsing information collected automatically by our servers primarily to help us administer and improve the Website. We may also use aggregated anonymous information to provide information about the Website

to potential business partners and other unaffiliated entities. This information is not personally identifiable.

Email Address. The email address that you supply to us for purposes of receiving our email communications will never be rented or sold to a third party.

10. PROCESSING YOUR INFORMATION

Our processing of personal data for reasons mentioned in the preceding sections, may include both automated and manual (human) methods of processing. Our automated methods may be related to or supported by our manual methods. For instance, our automated methods may include artificial intelligence (AI), which is a set of technologies that enable software and computer systems to perceive, learn, reason, and assist in decision-making to solve problems in ways that are similar to what people do for legitimate reasons.

11. PROTECTING YOUR INFORMATION

We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. If transactions are processed on the Website, transaction information is transmitted to and from the Website in encrypted form using industry-standard SSL connections to help protect such information from interception. We restrict authorized access to your personal information to those persons who have a legitimate purpose to know that information to provide products or services to you and those persons you have authorized to have access to such information.

Sweet Spot Ice Cream follows generally accepted industry standards to protect the personal information submitted to us, both during transmission and once Sweet Spot Ice Cream receives it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while Sweet Spot Ice Cream strives to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so.

12. YOUR RIGHTS

You have the following rights in relation to your personal data provided to Sweet Spot Ice Cream:

- Access your personal data.
- Request the correction of inaccurate data.
- Request its deletion.
- Request limitation of the processing of your data.
- Oppose the treatment of your data.
- Request your portability.
- Not be subject to automated individual decisions.

The users can exercise all these rights contacting us through the contact information or the contact page.

13. CALIFORNIA ONLINE PRIVACY PROTECTION ACT COMPLIANCE (CalOPPA)

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared.

Because we value your privacy, we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act (CalOPPA).

According to the California Online Privacy act, you have the following rights:

- Know what personal data is being collected.
- Know whether your personal data is sold or disclosed and to whom.
- Access to your personal data.
- Request to delete any personal information about you.
- Not be discriminated against for exercising their privacy rights.

14. CHILDREN'S ONLINE PRIVACY PROTECTION

We are in compliance with the requirements of the California Online Privacy Protection Act (CalOPPA – U.S regulation) regarding the protection of the personal data of minors. We do not collect any information from anyone under 13 years of age. If you become aware that your child has provided us with personal information, please contact us. If we become aware that a child has provided us with personal information, we will take steps to delete that information, terminate that person's account, and restrict access to that person.

15. EDITING AND DELETING INFORMATION

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect. You can change, modify, rectify and delete your Information at any time, please contact us through the contact information. To opt-out of Sweet Spot Ice Cream email, follow the instructions included in the email. Your request should be processed within 48 hours.

16. SUPPLIERS AND OTHER THIRD PARTIES

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information Sweet Spot Ice Cream collects from you. If you disclose your information to others, whether other users or suppliers on Sweet Spot Ice Cream, different rules may apply to their use or disclosure of the information you disclose to them. Sweet Spot Ice Cream does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. Sweet Spot Ice Cream is not responsible for the privacy or security practices of other websites on the Internet, even those linked to or from the Sweet Spot Ice Cream site. Sweet Spot Ice Cream encourages you to ask questions before you disclose your personal information to others.

17. CONTACT US

If you have questions or concerns about these Privacy Policy and the handling and security of your data, please contact us through our contact page or through the following contact information:

eat@sweetspoticecream.com