



Once Upon a Farm PBC Privacy Policy

This Privacy Policy ("Policy") lets you know what information we collect about you or what information you may provide to us, including when you visit our website at <https://onceuponafarmorganics.com> and related webpages (our "Website"), and our practices for using, disclosing, protecting and sharing that information.

This Policy was last updated on August 6, 2025.

About this Policy

This Policy applies to information that we collect about you on our Website, in emails or other electronic messages between you and Once Upon A Farm, information you may provide to us, including when you visit us, contact us, subscribe to receive information from us, or create an account with us, and information we may receive when you interact with us.

Please read this Policy carefully to understand our practices regarding your information and how we will treat it. If you do not agree to the terms of this Policy, you should not use our Website. We reserve the right to update or modify this Policy from time to time. Where applicable data protection laws require us, we will provide appropriate notice, and take any necessary action, should we make any material changes to our practices. We encourage you to review this page periodically for the latest information on our privacy practices.

Children Under the Age of 16

Our Website is not intended for use by children under the age of 16. We expect that any use of our Blog, including any activities and crafts, will be accessed and chaperoned by a parent. We do not knowingly collect, sell, or share personally identifiable information from children under 16. If you are under the age of 16, do not use or provide any information on our Website. If we learn we have collected or received personal information from a child under the age of 16 without proper consent, we will delete that information.

Information We Collect

We collect personal information from you in a variety of ways including, for example, when you visit our Website, place an order, fill out forms, take our quiz, become a subscriber, visit us, contact us, participate in one of our programs, including but not limited to our loyalty program, or request to receive information or updates from us. This information may include personal information that can be used to identify you.



Personal information does not include publicly available information from government records or deidentified or aggregated consumer information.

In particular, we have collected the following categories of personal information within the past twelve months:

We collect **Identifiers**, such as, for example, your name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name or other similar identifiers. We collect this information directly from you or from your device. We use this information for the following business purposes: (a) auditing/assessing your interaction with us and assessing your current transaction, including counting ad impressions; (b) performing business services, such as, for example, customer service, order fulfillment, creating shipping labels for our Pouch Mail-Back Program, payment processing, advertising, marketing (including when we collect your information for our programs, including your email address from our Refer a Friend program), and/or analytic services; (c) undertaking internal research for technological development and demonstration; or other operational or business purposes.

When you place an order on our Website, we use various online payment methods to process your payment, which use your information in accordance with their respective privacy policies. Additionally, our Website store is hosted through Shopify who provides us with the e-commerce platform which allows us to sell and get our products to you. To view the personal information collected, used, and processed, which includes your payment information, please access Shopify's privacy policy here: [**Shopify Privacy Policy - Shopify**](#).

We collect **Identifiers**, such as, for example, your Social Security Number or other government identification number directly from you if you apply for a job with us so that we can perform a background check.

We retain this information until you request deletion of your personal information (and there is no legal or business requirement for us to continue to maintain your information), for as long as necessary to carry out the purposes set forth in this Policy or any other notice provided at the time of data collection, or as required or permitted under applicable law. For the uses described above, this information is not disclosed to any third party.

We collect **Personal Information (for example, categories of personal information listed in the California Customer Records Statute Section 1798.80(e))**, such as, for example, your name, postal address, telephone number, and credit or debit card number if you place an order with us. If you are applying for a position with us, we collect your employment and education history. We collect this information directly



from you. We use this information for the following business purposes: (a) performing business services, such as, for example, customer service, order fulfillment, payment processing, advertising, marketing, and/or analytic services; or (b) other operational or business purposes, such as to fill open employment positions. We retain this information until you request deletion of your personal information (and there is no legal or business requirement for us to continue to maintain your information), for as long as necessary to carry out the purposes set forth in this Policy or any other notice provided at the time of collection, or as required or permitted under applicable law. This information is not disclosed to any third party.

We may collect **Protected Classification information**, such as, for example, if you participate in one of our campaigns or programs, including a sweepstakes, to verify your age. We may also collect the ages of your child(ren) if you choose, for example, to provide them when you sign-up for our Once Upon a Farm Subscriber Tasting panel or if you choose to take our online quiz. We collect this information directly from you. We use this information to build a profile, provide you with information regarding our products, including marketing and promotional materials, and to conduct internal research for improving our products and marketing campaigns. We may collect certain protected classification information as part of our job application process on a voluntary basis as part of our diversity efforts. We retain this information until you request deletion of your personal information (and there is no legal or business requirement for us to continue to maintain your information), for as long as necessary to carry out the purposes set forth in this Policy or any other notice provided at the time of collection, or as required or permitted under applicable law. This information is not disclosed to any third party.

We collect **Commercial Information**, such as, for example, records of products you purchased or considered purchasing, payment history, including any reasons a payment may have been declined, and contact information, such as, for example, your email address. We collect this information directly from you, your account information, or from your device. We use this information for performing services on behalf of the business such as, for example, customer service, order fulfillment, subscription management, including managing lapsed subscriptions, payment processing, advertising, marketing, or analytic services. We retain this information until you request deletion of your personal information (and there is no legal or business requirement for us to continue to maintain your information), for as long as necessary to carry out the purposes set forth in this Policy or any other notice provided at the time of collection, or as required or permitted under applicable law. This information is not disclosed to any third party.

We collect **Internet or other similar activity**, such as for example, your browsing history, your search history, and information regarding your interaction with our Website, including page views, how much time you have spent on pages, clicks, mouse movements, page scrolling behavior and your transactional interactions (e.g. adding products to cart and checkout activity). We also collect information regarding your interaction with advertisements (including counting ad impressions when, for example, you view or access our Website from one of our advertisements) and your interaction with social media (including when you provide reviews, posts, or other information on social media pages, including when tied to your social media account). Additionally, if we engage service providers to, for example provide access to our promotions,



provide information on our products, process payments, recommend products to you, or contact you regarding transaction issues, we may collect information regarding your interaction with such provider, including counting such interactions and general location data. We collect this information using our own and third-party tracking technologies (e.g., cookies) as well as information provided from our service provider or social media through your specific interactions (for example if you participate in certain of our campaigns, programs, or surveys or feedback mechanisms) and from your social media profile (which may include your age, gender, and your city and country or other information depending on what you include in your profile). We use this information and tools to provide a more personalized shopping experience for you, to allow us to provide you with relevant information when you return or use our Website or social media, to understand what information was accessed, to understand your location, to recommend products, and for our marketing and analytical purposes, including to determine what ads or ad campaigns are effective and how we can improve our products and product offerings. We further permit third parties to collect such information on our websites using such technologies for targeting ads and marketing in such third party platforms based on your online activity and interests. Some of these technologies may use artificial intelligence to help target, for example, other brands or specific products to you (which may be disabled by opting out of the appropriate cookie). **You may opt-out of cookies at any time (excluding strictly necessary cookies) by clicking that selection on our cookie selector tool (which is located in the bottom left hand corner of our webpages).** You can also manage or disable cookies at any time by adjusting your browser settings. You can refer to the settings menu of your browser for instructions on how to change your cookie preferences. If you choose to disable cookies, our Website may not function properly and certain functions may not be available. While browsers vary, the following links may be helpful for your browser's instructions for information on cookies: **[Cookie Settings in Chrome](#)**, **[Cookie Settings in Firefox](#)**, **[Cookie Settings in Edge](#)**, **[Cookie Settings in Safari](#)**. Opting-out will only apply to your current web browser on your current device. If you use multiple devices, you will need to opt-out on each device. Also, if you delete your browser's saved cookies, you will need to opt-out again. For information on disabling pixels, the following links may be helpful: **[Disable Pixel](#)** | **[Meta Business Help Center \(facebook.com\)](#)** and **[Amazon.com: Advertising Preferences](#)**. Please also see your options using Global Privacy Control.

We collect **Internet or other similar activity** when you use our chat function through our Chat feature. Your participation in a Chat is voluntary. When available, your selection to Chat with Support may connect you with a member of our customer relations team. We will ask for your email address and name so that we can document the interaction, link to your account and any prior chats and/or conversations you may have had, and have a way to contact you should the Chat get disrupted and lose connection. The data from your Chat, which may include your name, email address, and any information that you provide through your questions or comments, will be processed and stored by our service provider. If the customer relations team member is not available to respond to a Chat, the Chat feature provides you with the ability to search help articles. If the Chat feature is unable to direct you to an answer or process your inquiry via a dialogue envisaged by and provided in its software, the data you have entered (e.g., the text you entered in the course of your search) may be passed on to a Customer Care Team member to respond to your inquiry. We will retain this information until you request deletion.



Additionally, we collect **Internet or other similar activity** when you visit our Social Media pages. The Social Media page plugins available on our Website (i.e., the symbol of the social network) include **Instagram**, **Facebook**, and **TikTok**. These plugins provide links to the corresponding Social Media. No personal information is transmitted to these Social Media via our Website unless you click on the links to the corresponding Social Media. When you interact with our social media pages, we receive basic engagement metrics and use this information to improve our pages and enhance our content and marketing efforts. If you interact with these pages by, for example, posting comments or liking or sharing posts, any personal information that you post in these interactions or provide when registering with social media, can be viewed and used by others. We may use such public information you provide on our social media to send you targeted marketing offers. We do not control the use or storage of information that is collected and processed by social media websites, including how your information is used if you are logged into your social media account when you access our social media page(s). For more information on the privacy practices of Social Media, please visit the respective privacy policies for Social Media (e.g., **Facebook/Instagram, TikTok**).

Further, when you visit our social media pages, we may receive **Internet or other similar activity** through social media analytics. For example, we use Instagram analytics in connection with the operation of our Instagram page in order to obtain anonymized statistical data about visitors to our Instagram page. For this purpose, Instagram places a cookie on your device when you visit our Instagram page at Instagram. Each cookie contains a unique identifier code and Instagram receives, records, and processes the information stored in the cookie, including demographic information from any Instagram profile you may have, to provide us with anonymized metrics to help us measure the effectiveness of our Instagram page for marketing purposes. For more information on the privacy practices of Instagram and other social media used by us see the links provided above.

We collect **Geolocation data** directly from you and from your device, such as, for example, when you insert your city or zip code to find retail locations where we are available located near you, when you enter your address for product delivery, or when your location is captured through your IP Address relating to certain of our advertising and marketing campaigns (as explained in the previous paragraph). We may also use this information for performing services on behalf of the business or its service provider, such as customer service, payment processing, financing and advertising, marketing, or analytic services or for other operational or business purposes, such as to fill open employment positions. The information is retained until you request deletion of your personal information (and there is no legal or business requirement for us to continue to maintain your information), for as long as necessary to carry out the purposes set forth in this Policy or any other notice provided at the time of collection, or as required or permitted under applicable law.

We collect **Professional or employment-related information** such as, for example, if you apply for a position with us, we may collect your current or past job history, **Identifiers**, such as your name, address, phone number, and email address, applicable coursework, certifications, or other role specific questions,



requirement for any sponsorship, optional demographic information for our diversity and inclusion efforts (such as, for example, your age range, ethnicity, gender, disability, and military service), criminal background check (we will send you a request for your authorization), and any other information you include on your application, your resume, or that you provide to us). We collect this information directly from you. We use this information to evaluate your candidacy for a position with us. We retain this information for three years from the time of application or as required by law. This information is not shared with any third party.

Sensitive Personal Information. We do not use or disclose sensitive personal information for any purpose other than to: (i) provide the goods or services; (ii) to prevent, detect, and investigate security incidents; (iii) to resist malicious, deceptive, fraudulent or illegal actions directed at us, including to prosecute those responsible for such actions; (iv) to ensure the physical safety of persons; (v) short-term transient use (e.g., nonpersonalized advertising shown as part of a consumer's current interaction with the business, where that personal information is not disclosed to a third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction of the business); (vi) to perform services on behalf of the business (e.g., maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, for purposes of hiring, including diversity and inclusion efforts); (vii) to verify or maintain the quality or safety of a service or device that is owned, manufactured, or controlled by us, or to improve, upgrade or enhance such service or device; (viii) for purposes that do not infer characteristics about a consumer.

Additional Uses of Information

We may also use and disclose your personal information for one or more of the following purposes:

- To improve customer service. Your information helps us to more effectively identify you and respond to your customer service requests and support needs.
- To personalize your experience. We may use information in the aggregate to understand how our users as a group use the services and resources provided on our Website. We may also use your information to remember your preferences and personalize your Website experience.
- To improve our Website and advertise our products. We continually strive to improve our Website offerings based on the information and feedback we receive from you. Through our use of cookies and pixels, we are able to understand how our Website is being used, to measure the effectiveness of our Website, to customize content and advertising, and to use and analyze target markets.
- To fulfill any other purpose for which you provide it, including when you fill out a form requesting information from us, contact us with inquiries, engage with our chat bot on our Website, fill out one of our surveys or quizzes, participate in one of our programs, or contact our customer support.
- To help maintain the safety, security, and integrity of our Website, products and services, and databases and other technology assets and to detect, prevent, or mitigate fraud or security or technical issues.



- To protect against imminent harm to the rights, property or safety of our company, our customers, or the public as required or permitted by law.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- In corporate transactions, we may share your information with a potential buyer or other successor to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets ("transaction"), whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website users or customers is among the assets being transferred, which may occur prior to consummation of such transaction.

If you are submitting information on behalf of a third party, we expect that you have received appropriate consent, according to applicable privacy laws, before transferring any personal information to us.

We will not collect additional categories of information or use the information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

How We Disclose Your Information

We may disclose aggregated information about consumers, and information that does not identify an individual, without restriction. In addition to the practices described above, we may disclose your personal information to the following categories of recipients in a manner that does not constitute a sale or sharing of information:

- To you or other parties at your direction or through your intentional action.
- To our service providers.
- To recipients for the purpose of managing your rights.
- For any other purpose disclosed by us when you provide the information.
- For Corporate Transactions. We may disclose your information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, where personal information held by us about you is among the assets transferred.
- Other Reasons. We may share your information to: (a) satisfy applicable law, regulations, legal process or valid governmental request; (b) enforce the terms of use applicable to our services, defend against legal claims or demands, or to exercise our legal rights, (c) detect, prevent or mitigate fraud or security or technical issues; or (d) protect against imminent harm to the rights, property or safety of our company, our customers or the public as required or permitted by law.

Links to Other Sites

Occasionally, we may provide links to other websites for your convenience and information. These websites operate independently from us and are not under our control. We suggest that you review the privacy notices and terms of use for these websites if you visit any linked website. We are not responsible



for the content of these sites, any products or services that may be offered through these sites, or any other use of the linked websites.

Regional Privacy Rights

Certain state regulations may provide you with additional rights regarding our use of your personal information. To learn more about these rights see **Additional Regional Notices** below.

How we protect your information

We work to adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Website.

Changes to this privacy policy

Once Upon A Farm, PBC has the discretion to update this privacy policy at any time. If we decide to make changes, we will post the updated policy on our Website so you are always aware of what information we collect, how we use it, and the circumstances on how we disclose it. The date this Policy was last revised is identified at the top of the page. You are responsible for ensuring that we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and the Policy to check for any changes. Your continued use of our Website following the posting of changes constitutes acceptance of such changes. Where required by applicable data protection laws, we will provide any notice and seek any consent required regarding any material changes to this Policy that affect how we use your information.

Contacting Us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Once Upon a Farm, PBC Berkeley, California USA **1-888-983-1606**. **care@uponafarm.com**

Additional Regional Notices

Effective Date: February 24, 2025.

This portion of the Privacy Policy supplements the information contained in our Policy above to describe rights we provide to consumers, which are, for clarity, residents of certain states that have privacy regulations that are applicable to us. For residents of states without privacy regulations, we will consider requests regarding such rights but will apply our discretion in how we process such requests. For states that have passed privacy regulations, but are not yet in effect, we will also consider applying those state law rights prior to the effective date of such laws but will do so in our discretion.



Your Rights and Choices

The applicable privacy regulations provide the following rights regarding your personal information:

Right to Know - Categories Request

You have the right to request, twice in a 12-month period, the following information about the personal information we have collected about you during the past 12 months:

- The categories of personal information we have collected about you;
- The categories of sources from which we collected the personal information;
- Our business or commercial purposes for which we collected, sold, or shared the personal information;
- The categories of third parties to whom we sold or shared the personal information, by category or categories of personal information for each category of third parties to whom the personal information was sold or shared;
- The categories of personal information about you that we disclosed for a business purpose, and the categories of persons to whom we disclosed that information for a business purpose.

Right to Know - Specific Pieces

You have the right to request a transportable copy of the specific pieces of personal information we collected about you in the 12-month period preceding your request. Please note that personal information is retained by us for various time periods, so there may be certain information that we have collected about you that we do not retain for a 12-month period and thus, it would not be able to be included in our response to you. Also, under your applicable state's law, you may be limited to a certain number of "right to know" requests in any 12-month period.

Right to Delete

You have the right to request that we delete certain personal information that we collected from you. Please understand that we cannot delete personal information in those situations where our retention is required for business purposes or otherwise permitted by relevant U.S. Privacy Laws (such as fraud prevention or legal compliance). When we receive and confirm your verifiable consumer request, we will delete your personal information from our records, unless an exception applies.

Right to Correct

You have the right to request that we correct inaccuracies that you find in your personal information maintained by us. Once we receive and confirm your verifiable consumer request, we will use commercially reasonable efforts to correct any inaccurate information and we will instruct our service providers or any



contractors to correct such information. We will also inform you whether or not we have complied with your request, including any basis for denial of the request.

Right to Limit Sensitive Personal Information Processing

Certain personal information qualifies as “sensitive personal information” or “sensitive personal data” under certain U.S. privacy regulations (referred to herein as “SPI”). Some privacy regulations require consent for the processing of SPI, which can be revoked, subject to certain exceptions and exemptions (for example, if the processing of your SPI is required to provide a product or service specifically requested by you). Depending on your state of residence, you have the right to revoke such consent, if applicable, and/or direct businesses to limit their use and disclosure of SPI if they use or disclose it beyond certain internal business purposes. You can make a request using the “Exercising Your Rights” provisions below. To review our current practices regarding your SPI, please see Sensitive Personal Information.

Rights as to Automated Decision-Making and Profiling

Automated decision making is the process of making a decision by automated means without any human involvement. Profiling is a form of automated processing of personal information consisting of the use of personal information to evaluate certain personal characteristics of an individual for the purpose of analyzing or predicting, for example, an individual’s personal preferences, interests, or likely behavior. You may have the right to opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects. However, we do not carry out profiling in furtherance of any decisions that produce any legal or similarly significant effects nor do we use any automated decision-making that requires us to provide such opt-out rights.

Exercising Your Rights

As permitted by certain privacy regulations, certain requests you submit to us are subject to an identity verification process (“verifiable request”). We will not fulfill such requests unless you have provided sufficient information for us to reasonably verify you are the individual about whom we have collected personal information.

Only you, or a person registered with the appropriate governmental authority that you authorize to act on your behalf, may make a verifiable request related to your personal information. You may also make a verifiable request on behalf of your minor child. If you submit a request on behalf of another person, we may require proof of authorization and verification of identity directly from the person for whom you are submitting a request.



To help protect your privacy and maintain security, we take steps to verify your identity before granting you access to your personal information or considering your deletion or correction request. The verifiable request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative, which may include your name and email address;
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

To complete your request, please contact us by either:

- Emailing us at care@uponafarm.com with the subject line **"Exercising Your Privacy Rights"**
- Visit the **"Contact Us"** page on our Website and send a message entitled **"Exercising Your Privacy Rights"**

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will review the information provided as part of your request and may ask you to provide additional information via email or other means as part of this verification process.

Making a verifiable request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please care@uponafarm.com or call us at **1-888-983-1606**. We endeavor to respond to a verifiable request within 45 days of its receipt. If we require more time (up to 45 days), we will inform you of the reason and extension period.

We do not charge a fee to process or respond to your verifiable request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.



Appeal Rights

You may have a right to appeal any denial of your request. Please email us at care@uponafarm.com including the subject line “**Privacy Appeal**” and in your email include your name, email address, and the basis for the appeal request.

Personal Information Sales Opt-Out and Opt-In Rights

Under various privacy regulations, you have the right to opt-out of certain processing activities. Some regulations have opt-outs specific to Targeted Advertising activities (which California’s regulation refers to as “cross-context behavioral advertising” and others simply as “targeted advertising”), which involve the use of personal information from different businesses to target advertisements to you. For example, California provides you the right to opt-out of sharing, which includes providing or making available personal information to third parties for such targeted advertising activities, while other states provide you the right to opt-out from processing personal information for targeted advertising more broadly. There are differing concepts of what the sale of personal information means under various state regulations, all of which, however, at a minimum, require making available personal information to a third party.

We may use certain personal information that you provide to us to advertise to you. This may include making available your information to certain third parties in a way that may constitute a sale and/or sharing (for purposes of targeted advertising). When you opt-out pursuant to the instructions below, it will opt you out of the sale, sharing, and targeted advertising.

Instructions

To opt-out of our processing of your non-cookie personal information (such as, for example, your email address) for the sale or sharing of such data, including cross-context behavioral advertising, make an opt-out request here: [**opt-out request form**](#).

If you would like to submit a request to opt-out of our processing of your cookie personal information, you need to exercise a separate opt-out request on our cookie management tool found at the bottom left side of our webpage.

Global Privacy Control (“GPC”)

Some privacy regulations require businesses to process GPC signals, which is a signal sent by a platform, technology, or mechanism, enabled by individuals on their devices or browsers, that communicate the individual’s choice to opt-out of the sale or sharing of personal information or processing of personal information for targeted advertising. To use GPC, you can download an internet browser and follow the settings to enable the GPC. We have configured the settings of our platform to receive and process GPC



signals on our Website. Thus, for example, if you visit our Website on a particular browser that has been used to activate the GPC, we will apply the GPC signal to cookie personal information collected on that browser. If you log onto that browser, we will be able to apply the GPC signal to non-cookie personal information (but only if and after you have logged into your user account on that browser). If you visit our Website using a different browser, and the GPC is not enabled, we will not be able to apply the prior GPC signal from the original browser to cookie personal information on that different browser unless you login to your user account on that different browser. However, we will continue to apply your opt-out communicated via the GPC on the first browser.

We process GPC signals in a frictionless manner, meaning we do not charge a fee for use of our service if you have enabled GPC, change your experience with our Website if you use GPC, or display any notification or pop-up in response to the GPC.

You may also submit a request to opt-out by emailing us at care@uponafarm.com. You will need to provide your First Name, Last Name, Email Address and confirmation of the state in which you reside.

Once you make an opt-out request, we will wait at least 12 months before asking you to reauthorize personal information sales. However, you may change your mind and opt back in to sharing personal information by emailing us at care@uponafarm.com. **Please include "Privacy Request" in the subject line and provide us** with your First Name, Last Name, and Email Address.

You do not need to create an account with us to exercise your opt-out rights. We will only use your personal information provided in an opt-out request to review and comply with the request.

Non-Discrimination

We will not discriminate against you for exercising any of your rights under any applicable privacy regulation. In particular, unless permitted under the law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you with a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives. For example, when you enroll in our Growing Greatness Rewards Program, you can earn SEEDS (or points), which can be used for discounts when you purchase our products. The value of your SEEDS grows as you purchase more products and you may be



entitled to additional program benefits (such as exclusive offers or giveaways). Details of the program can be found [here](#). To enroll in the program, you provide your name and email address (and optionally your birthday or your child[ren]'s birthday). We use this information to send you information about new and existing products that you may be interested in, exclusive offers, promotional materials, and information on giveaways or other reward program benefits and information. We value the information from program participants because it enables us to enhance our relationship with you so you can enjoy using more of our products. While we do not assign or calculate a monetary value to the data we collect, the value received from this information is reasonably equal to or greater than the value we receive from the use of this information. Participation in our Growing Greatness Rewards Program requires your prior opt-in consent, which you may revoke at any time by contacting us per our Privacy Policy.

We also may offer you certain incentives if you participate, for example, in our private Facebook Group. To join the group, we will have access to your name attached to your Facebook profile and your response to our questions relating to the age of your child[ren], how did you hear about the group, and what you hope to get out of group participation. Participation in the group will provide you with early access to product launches, obtain group only discounts, have chances to win free products and prizes, and interact or see guests.

Changes to the Privacy Policy

We reserve the right to change this Policy. If we decide to make changes, we will post the updated policy on our Website so you are always aware of what information we collect, how we use it, and the circumstances, if any, we disclose it. The date this Rights Policy was last revised is identified at the top of the page. You are responsible for ensuring that we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and the Policy to check for any changes. Your continued use of our Website following the posting of changes constitutes acceptance of such changes. Where required by applicable data protection laws, we will also seek your consent to any material changes that affect how we use your information.

Help

If you need help with unsubscribing, or have questions regarding this Rights Policy, the ways in which we collect, share, and use your information as described in this Policy, your choices and rights regarding such use, or wish to exercise your rights under the law, please contact us at:

Once Upon a Farm, PBC

2111 San Pablo Avenue, Suite 2216

Berkeley, California 94702 USA

1-888-983-1606

care@uponafarm.com