

## **PRIVACY POLICY**

**Effective Date: January 27, 2025**

**Your Cooking Network** (“our”, “us” or “we”) is committed to protecting your privacy.

This privacy policy (this “Privacy Policy”) describes the types of personal information that we collect from you through Your Cooking Network mobile application (the “App”), how we use your personal information and the circumstances under which we may disclose it to others.

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. BY USING THE APP, YOU CONSENT TO THE PRIVACY PRACTICES SET FORTH HEREIN. IF YOU DO NOT AGREE WITH THESE PRIVACY PRACTICES, YOU MUST CEASE USING THE APP IMMEDIATELY.

### **Data Collection**

#### ***Personal Information You Provide to Us***

We collect the personal information that you choose to provide to us through the App, including when you sign up for an account for us. This personal information may include your name, address, e-mail address, phone number, payment information, and other data that by itself, or in combination with other data, reveals your identity.

#### ***Usage Data We Automatically Collect***

When you use the App, we automatically collect your Internet Protocol Address (“IP address”). IP addresses are considered personal information and may be used to identify you.

We also automatically collect usage data when you use the App. “Usage data” is information about your activity on the App that, by itself, does not identify you as an individual. For example, the operating system that you are using, the date and time stamp of your visit, the referring URL and your internet service provider. We collect usage data through the use of “cookies” and other data collection tools. For more information about these data collection tools, please see the section of this Privacy Policy titled “Cookies and Other Data Collection Tools.”

If we combine any usage data with personal information, we will treat the combined data as personal information in accordance with this Privacy Policy.

### **Using Your Personal Information**

We may use your personal information as described at the point of collection or as follows:

- To operate and improve the App;
- To deliver the services that you have requested;
- To contact you about events, publications and services that we provide;
- To better understand how you interact with the App;
- To tailor the content and information that we provide to you through the App;
- For security purposes;
- To comply with applicable laws;
- To enforce and protect our rights and the rights of others; and
- For research and analytics purposes.

### **Sharing Your Personal Information**

We may share your personal information with the third parties described below. We do not sell your personal information to any third parties.

**Service Providers.** We may share your personal information with third parties who work on behalf of, or with, us such as vendors, processors, suppliers, agents, attorneys, and representatives (collectively, “Service Providers”). Service Providers assist us with a variety of functions including, but not limited to, sending marketing communications, assisting with advertising and related analytics,

providing management services, conducting research or surveys, sending regular mail and e-mail, maintaining databases, or processing credit card payments.

**Business Partners.** We may share your personal information with third-party business partners product suppliers, partners who we conduct joint-marketing activities with, partners who we offer a co-branded service with or provide advertising and related-analytics services to us.

**Disclosures Under Special Circumstances.** We may disclose your personal information to third parties: (i) where we have a good faith belief that such disclosure is necessary to meet any applicable law, regulation, legal process or other legal obligation; (ii) when we believe disclosure is necessary to protect or prevent harm, illegal activity, or financial loss; (iii) to detect, investigate and help prevent security, fraud or technical issues; and (iv) to cooperate with law enforcement, government, quasi-governmental and public agency requests or reporting requirement.

**Corporate Transactions.** We may transfer your personal information in the event we: (i) sell or transfer, or are considering selling or transferring, all or a portion of our business or assets; or (ii) are considering or engaging in any reorganization, conversion, merger, sale, joint venture, assignment, transfer or disposition of all or any portion of our ownership interest, business or operations. For the purpose of this Privacy Policy, third parties who receive personal information in accordance with this section shall be referred to as "Corporate Transaction Recipients."

**At Your Direction.** We may disclose or transfer your information to any third party that you direct or ask us to provide that information to.

### **Protecting Your Personal Information**

We use commercially reasonable security measures, including technical, physical and administrative practices and procedures, to protect your personal information against unauthorized access, loss, misuse and alteration. Nevertheless, no system is perfect. Therefore, we cannot guarantee the absolute security of your personal information, and we make no representations or warranties with respect to the sufficiency of those security measures, nor will we be responsible for any direct or indirect damages that you may incur as a result of a security breach or technical malfunction.

### **Retaining Your Personal Information**

We retain your personal data for as long as necessary to fulfill the purpose for which it was collected, or as required by applicable laws or regulations. Copies of information that you have updated, modified or deleted will remain in our systems if applicable law requires us to retain it.

### **Third-Party Websites**

We may include links on the App to third-party websites that we do not operate or control ("Third-Party Websites"). We are not responsible for the collection, use or disclosure of personal information collected through the Third-Party Websites, and we expressly disclaim any and all liability related to such collection, use and disclosure. Therefore, before interacting with the Third-Party Websites, you should consult the privacy policies of those websites to learn more about their privacy practices.

### **Children's Privacy**

We do not knowingly collect, store, or sell personal information of minors under 16 years of age and no parts of the App are directed towards or designed to attract anyone under that age. If we become aware that we have collected or stored personal information from an individual under age 16, we will remove his or her personal information from our files. If you are a parent or guardian and believe we may have inadvertently collected personal information from your child, please notify us immediately by sending an email to [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com).

### **Cookies and Other Data Collection Tools**

**What is a cookie?**

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website or use an online service. When you visit the website again, the cookie allows that website or online service to recognize your browser. Cookies may store unique identifiers, user preferences and other data.

**Why do we use them?**

Cookies help us improve the App by providing us with data about which parts of the App are most popular, enabling us to analyze technical and navigational data about the App and helping us to detect and prevent fraud. We also use cookies and other data collection tools to help improve your experience with the App.

**How do I control cookies?**

Web browsers allow some control of most cookies through the browser settings. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although you are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some parts of the pp. To find out more about cookies, including how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

**Do Not Track**

The App does not support Do Not Track (DNT). DNT is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your online activities collected. For more information about DNT, please visit [www.donottrack.us](http://www.donottrack.us).

**Additional Information for EU Visitors**

With respect to "personal data" as defined by Regulation (EU) 2016/679 that you may provide to us through the App, we serve as the "controller".

We provide the App from servers located in the United States. If you are accessing the App from the European Union, we will only transfer your personal data to the United States through the use of appropriate safeguards. We process your personal data to pursue our legitimate business interest to operate the App and as described in the section of this Privacy Policy titled "Using Your Personal Data". To learn more about with whom we may share your personal data, please refer to the section of this Privacy Policy titled "Sharing Your Personal Information".

You have the right to access your personal data, rectify inaccuracies in it, request the erasure of it and request that we restrict the processing of it in certain circumstances. If you wish to access your personal data, please contact us at [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com), and allow reasonable time for your personal data to be collected.

You also have the right to lodge a complaint with a supervisory authority.

**Your Privacy Rights****1) Your Privacy Rights**

This section explains your privacy rights under applicable law. Please note that some of the rights may vary depending on your state of residence and when your state's laws become effective.

**a) Right to Know.**

You have a right to request that the Company disclose what personal information it collects, uses, discloses, and sells. It includes a request for any or all of the following:

1. Specific pieces of personal information that the Company has about you;
2. Categories of personal information the Company has collected about you;
3. Categories of sources from which your personal information is collected;

4. Categories of personal information that the Company has sold or disclosed for a business purpose about you;
5. Categories of third parties to whom your personal information was sold or disclosed for a business purpose; and
6. The business or commercial purpose for collecting or selling personal information.

**b) Request to Delete.**

You have a right to request that the Company delete your personal information that we have collected from you, with certain exceptions.

**c) Request to Correct.**

Residents of California, Colorado, Connecticut, and Virginia have the right to request that the Company correct inaccurate personal information that it maintains about you.

**d) No Discrimination.**

You have a right not to receive discriminatory treatment by the Company for the exercise of your privacy rights.

**2) How to Exercise Your Privacy Rights**

**a) Submitting a Request to Know or Request to Delete.**

You may submit a Request to Know, Request to Delete, or Request to Correct by contacting us via email at [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com).

**b) Submitting a Request to Opt-Out.**

You may exercise your rights by contacting us via email at [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com).

**c) Verification Methods.**

Once you submit a request, we will verify that you are the consumer to which the request pertains by matching your name, email address, physical address, telephone number, email address, a security code, or similar information we maintain. Depending on the type of request you submit, we will attempt to match either two or three of these data points you provided. If we are unable to verify your request with the data points you provided, we may reach out to you for additional information to verify your request.

Residents of California, Colorado, and Connecticut may designate an authorized agent to submit a request on your behalf or delete your personal information. To do so, you must: (1) provide that authorized agent written and signed permission to submit such request; and (2) verify your own identity directly with us. Please note, we may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

If you are a Colorado, Connecticut, or Virginia resident, you may appeal our decision to your request regarding your personal information. To do so, please send an email to [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com). We respond to all appeal requests as soon as we reasonably can, and no later than legally required.

**3) Alternate Format of CCPA Privacy Notice.**

If you have a disability that prevents or limits your ability to access this CCPA Privacy Notice, please email us via email at [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com). We will work with you to provide this notice in an alternative format.

**Contact**

We welcome questions and comments about this Privacy Policy. Please send your questions and comments to us at [natalie@yourcookingnetwork.com](mailto:natalie@yourcookingnetwork.com).

**Modifications to this Privacy Policy**

We reserve the right, in our sole discretion, to modify this Privacy Policy at any time without notice to you. We will post all modifications to this Privacy Policy on the App and they will become effective immediately upon being posted to the App. Your continued use of the App following the posting of modifications to this Privacy Policy constitutes your acceptance of those modifications. Therefore, you should check the Effective Date of this Privacy Policy each time that you visit the App, review the "Notification of Material Modifications" section of this Privacy Policy and review any modifications made since the last time that you visited it. Notwithstanding the foregoing, to the extent required by law, we will seek your consent to any material changes to this Privacy Policy.

**Notification of Material Modifications**

This section identifies material modifications to this Privacy Policy since the Effective Date.

(None at present).