

PRIVACY POLICY

Effective Date: January 1, 2024

Resurrection Brands LLC (“we,” “us,” or “our”) cares about your privacy and wants you to understand how we collect, use, protect and share your personal information. This Privacy Policy explains our privacy practices in connection with information that we collect or you provide through our websites that link to this Privacy Policy (the “Sites”). By using our Sites, you accept this Privacy Policy and consent to our collection, storage, use, and sharing of your personal information as described here.

How Can a Consumer with a Disability Access this Privacy Policy?

Consumers who have a visual disability may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy. If you need this Privacy Policy in an alternative format, please call our toll-free phone number at 1-888-281-9317.

Contacting Us

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please email us at privacy@resurrectionbrandsllc.com, call our toll-free phone number 1-888-281-9317, or write to us at 2937 Veneman Avenue, Suite C175, Modesto, California 95356.

Updates to this Privacy Policy

We may change this Privacy Policy from time to time without notice. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the Sites. We encourage you to review this Privacy Policy periodically to stay informed about how we collect, store, use, and share your personal information.

Information We May Collect

We may collect the following categories of personal information from you:

- **Identification Information:** First and last name, home or other physical address (including billing and shipping addresses), telephone number, email address, age or birth date, Social Security number (for sweepstakes or contest winners), account username and password, social media identifier, and other similar identifiers.
- **Financial Information:** Credit card number, debit card number, and security code.
- **Commercial Information:** Records of products or services purchased, obtained, or considered, and other purchasing histories or tendencies.
- **Online Activity Information:** Device identifiers, cookies, beacons, pixel tags, mobile ad identifiers and similar technology, other forms of persistent or probabilistic identifiers, Internet Protocol (“IP”) address, browsing and search history, and other information regarding your interaction with websites, applications, or advertisements.
- **Professional Information:** Job title, employer information, and other professional details you may provide to us.

How We May Collect Your Personal Information

We may collect your personal information from the following sources:

- Directly from you, including when you interact with the Sites.
- From social media platforms and similar services.
- From you using cookies and similar technologies.
- From analytics services such as Google Analytics. For information about how Google Analytics collects and processes data, please visit <https://policies.google.com/technologies/partner-sites> or any URL that Google may provide from time to time.
- From service providers and advertising networks collecting such information.
- From outbound telesales and customer service providers.

How We May Use Your Personal Information

We may use the collected personal information for the following purposes:

- To respond to your inquiries, fulfill your requests, or fulfill your product orders.
- To send administrative information to you, such as changes to our terms, conditions, and policies, as well as marketing communications that we believe may be of interest.
- To personalize your experience with the Sites by presenting products and offers tailored to you and to facilitate social sharing functionality.
- To allow you to participate in sweepstakes, contests, surveys, and similar promotions and to administer these activities, including in connection with tax forms for prizes. Some of these activities may have additional rules containing information about how we use and disclose your personal information. Please read those rules carefully.
- For our business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new products, improving or modifying our Sites, identifying usage trends, determining the effectiveness of promotional campaigns, and operating and expanding business activities, and similar purposes.

How We May Share Your Personal Information

We may share your personal information with third parties in the following circumstances:

- To our third-party service providers who provide services such as website hosting, data analysis, payment processing, order fulfillment, information technology and related infrastructure provision, customer service, marketing, advertising, email delivery, credit card processing, auditing, and other similar services. Note: credit card/debit card information is tokenized and provided directly to service providers.
- To third party brands to offer co-branded products or services or for joint marketing efforts.
- To third-party sponsors and fulfillment vendors of sweepstakes, contests, surveys, and similar promotions you choose to enter.
- To your friends associated with your social media account, to other website users and as well as to your social media account provider, in connection with your social sharing activity. By

connecting your Site account and your social media account, you authorize us to share information with your social media account provider and you understand that the use of the information we share will be governed by the social media site's privacy policy. If you do not want your personal information shared with other users or with your social media account provider, please do not connect your social media account with your Site account and do not participate in social sharing on the Sites.

- To third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).
- As we believe to be necessary or appropriate: (a) to comply with applicable law and respond to requests from public and government authorities; (b) to enforce our terms and conditions; and (c) to protect and/or defend our rights, privacy, safety, or property, and/or that of our affiliates, you, or others.

Collection of Other Information

We may collect other information from you that does not reveal your specific identity or does not directly relate to you as an identifiable individual, such as:

- Information Provided by You: Demographic and other information (such as your state of residence and your preferred means of communication) voluntarily provided by you.
- Aggregated Information: We may aggregate personal information and use the aggregated information to analyze the effectiveness of our Sites, to improve and add features to our Sites, and for other similar purposes. In addition, from time to time, we may analyze the general behavior and characteristics of users of our Sites and share aggregated information like general user statistics with prospective service providers. We may collect aggregated information through the Sites, cookies, and other means described in this Privacy Policy.

Please note that we may use and share such other information for any purpose.

Third-Party Advertisers

We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you when you access and use the Sites and other websites, based on information relating to your access to and use of the Sites and other websites. To do so, these companies may place or recognize a unique cookie on your browser (including through use of pixel tags). If you would like more information about this practice and to learn about your choices in connection with these practices, please

visit http://www.networkadvertising.org/managing/opt_out.asp and <http://www.aboutads.info/>.

Third-Party Links

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any site, social media platform, or service to which the Sites link. We encourage you to review the privacy policies of any third-party websites you visit. The inclusion of a link on the Sites does not imply endorsement of the linked site or service by us.

Data Security

We use reasonable organizational, technical, and administrative measures designed to protect personal information within our organization from unauthorized access, use, or disclosure. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the “Contacting Us” section above.

Do Not Track

We do not track your online activities over time and across third-party websites or online services and therefore do not respond to “do not track” (“DNT”) signals. Third parties cannot collect any personal information from our Sites about your online activities unless you provide it to them directly.

Choices and Access

If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt-out of receiving these marketing-related emails by using the opt-out mechanism contained in any email you receive from us. If you would like to access, update, or delete personal information that you have provided to us, you may contact us in accordance with the “Contacting Us” section above. Please note that certain legal obligations or legitimate business purposes may prevent us from deleting your information entirely.

No Use of Sites by People Under the Legal Drinking Age

The Sites are not directed to people under the legal drinking age (21 in the United States and many countries). We do not knowingly collect or maintain personal information from individuals under 21. If you are under the legal drinking age, please do not use or access the Sites or provide any personal information to us.

California Residents

Where provided for by law and subject to any applicable exceptions and exclusions, California residents have the following rights under the California Consumer Privacy Act (“CCPA”):

- **Right to Know:** You have a right to request, up to twice in a 12-month period and free of charge, that we disclose to you: (a) what categories and specific pieces of personal information we have collected about you; (b) the categories of sources from which personal information are collected; (c) our business or commercial purpose for collecting, using, or disclosing personal information; (d) the categories of third parties with whom we share personal information; and (e) the categories of personal information we have sold or disclosed to third parties for a business purpose.
- **Right to Opt-Out:** You can request that we not sell or share your personal information (“opt-out”). We do not make your personal information available for purchase or otherwise share your information in exchange for monetary compensation. Certain sharing of your information, however, may be considered a “sale” under the CCPA’s broad definition. In particular, in the last 12 months, if you have visited the Sites, we may have shared your

identification information or online activity information with advertising service providers and social media platforms to match and serve our targeted advertisements on third-party websites.

- **Right to Delete:** You can request that we delete personal information we collected from you and tell our service providers or contractors to do the same, subject to certain exceptions (such as if we are legally required to keep the information).
- **Right to Correct:** You may ask us to correct inaccurate personal information that we have about you.
- **Right to Limit Use and Sharing of Sensitive Personal Information:** You can direct us to use your sensitive personal information (for example, your social security number, financial account information, or your precise geolocation data) only for limited purposes, such as providing you with the products or services you requested.
- **Right to Be Notified:** You have the right to be notified, before or at the point we collect your personal information, of the types of information we are collecting and what we may do with that information.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your CCPA rights or attempt to make you waive these rights.

Colorado, Connecticut, Nevada, or Virginia Residents

If you are a resident of Colorado, Connecticut, Nevada, or Virginia, you have the right to request that we not sell your personal information to third parties. We do not sell, exchange, transfer, or disclose personal information to third parties in exchange for monetary or other valuable compensation.

If after reading this Privacy Policy, you need more information about the personal information we collect, the purposes for which the information is used, or the categories of third parties with whom the information is shared, or would like to have us correct or delete information we have collected about you, please send us a request in accordance with the "Submitting a Request" section below. Please note that certain personal information may be exempt from deletion under certain circumstances, such as if it is necessary for us to comply with legal obligations.

Submitting a Request

To submit a request, [click here](#), email privacy@resurrectionbrandsllc.com or call our toll-free phone number 1-888-281-9317. We will not discriminate against you for exercising your privacy rights. This means that we will not deny you goods, services, discounts, or any other benefits for exercising your privacy rights, unless permitted by applicable law.

Verifying Requests

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to your personal information or complying with your request. If you have an account with us, we may verify your identity by requiring you to sign into your account. If you do not have an account with us, or if we suspect fraudulent or malicious activity, we may require you to provide additional personal information for verification and, in certain circumstances, sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request. If we cannot verify your identity, we will not provide or delete your personal information.

Authorized Agents

You may submit a request through an authorized agent using the same methods available to you. If you designate an authorized agent to make an access, deletion, or opt-out of sale request on your behalf (a) we may require you to provide the authorized agent signed permission to do so, and (b) for access and deletion requests, we may require you to verify your own identity directly with us (as described above), and confirm that you have provided the agent permission to submit the request.