**BUE FRAW - Privacy Policy**

This privacy policy (this “Policy”) describes how the BUE FRAW family of websites, Buefrawdazzel, Inc. and its affiliates and subsidiaries (collectively, "BUE FRAW," "we," "our," or “us”), collects, uses, discloses ,and safeguards personal information that a BUE FRAW prospective or existing customer (“you” or “your”)

provides on the Platforms (as defined below) or when you communicate or interact with BUE FRAW,

including our customer service teams (the "FURRY TEAM " and “BASIC OR DIAMOND TEAM ”).

This Policy applies to all BUE FRAW websites that link to this Policy, including [www.buefraw.com](http://www.barkbox.com/), and [www.buefrawdazzel.co](http://www.bark.co/)m (the “ Sites”), any BUE FRAW mobile applications (the “Apps”) and other software and internet-enabled programs and services sponsored by BUE FRAW(collectively,

the “Platforms”).

By accessing the Platforms on any computer, mobile phone, tablet, or other device (collectively, “Device”); making a purchase from BUE FRAW; or otherwise communicating or interacting with BUE FRAW, you agree to the terms of this Policy. If you do not agree to the terms of this Policy, please do not use the

Platforms.

We may modify this Policy at any time and will post the current version on the Sites as further detailed in the “Changes to the Privacy Policy” section below. We encourage you to periodically review this Policy to stay informed about how we are using the information we collect.

**1. Collection , Use, and Disclosure of Personal Information**

The following table sets forth the categories of personal information and sensitive personal information we collect, the source of that personal information, and how we use and share such personal information.

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| **Contact Information**  Such as your name, postal address, email address,  telephone numbers, or other contact information. | From you or social media account provider. | To communicate with you via phone, email and text; to send you, newsletters, information, promotional materials and other  offerings that may be of interest to you; to offer a sweepstakes, contest or other promotion; when  you contact our Furry  Team to request customer service or support; to  complete your  subscription on the  Platforms; and to  administer your account with us. | Our service providers  and our co-marketing  partners, including select partners and affiliates  that we believe may have or facilitate offers that  may be of interest to you. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| **Pet Information**  Such as dog name, birthday, weight, breed, size and  allergies. | From you or social media account provider. | To provide you with  customized products,  services, and offers that may be of interest to you, including add-on  individual products (e.g., dog toys) and to  personalize our  communication with you. | Our service providers  and our co-marketing  partners, including select partners and affiliates  that we believe may have or facilitate offers that  may be of interest to you. |
| **Subscriber Information**  Your customer ID number, username, birthday, gender, age, purchase history,  veteran status, information on rewards or other benefits, and reason for ending your | From you and from our service provider. | To administer your  customer account and  provide you with  customized products and offers that may be of  interest to you such as  add-on individual products (e.g., dog toys and cat toys). | Our service providers who administer our  subscriber program, and our co-marketing  partners. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| subscription. |  |  |  |
| **Purchase & Order**  **Information**  Contact information, together with purchase details online and in store through e-  receipts, order numbers, delivery details, payment details, and any communication we have received about your order or purchase. | From you. | To validate, confirm,  verify, deliver, install, and track your order, including to arrange for shipping,  handle returns and  refunds, maintain a recordof the purchases you  make, service products  you purchased from us,  and provide you offers that may be of interest to you. | Our service providers who process, fulfill and ship orders. |
| **Other Delivery Information**  Name and address of | From you. | To deliver to the person at the address that you have requested. | Our service providers who process, fulfill and ship orders. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| recipient for delivery, if different from customer ’s |  |  |  |
| **Payment Information**  Name, card issuer and card type, credit or debit card number, expiration date, CVV code, and billing  address. | From you and your  payment card issuer ifyou make a purchase or sign up for a paid subscription. | To check that the right  person is using the right card or account and meets the requirements of the  card brands or account issuers, and to make sure we are paid for what you buy. | Our service providers  who process payments for us and who are  contractually required to comply with laws and requirements applicable to payment processing, which may include  Payment Card Industry Data Security Standards. |
| **Product Rating**  **Information**  Such as the Net Promoter | From you. | To measure customer  satisfaction and improve our products and services. | Our service providers who assist with  understanding how to improve customer |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Score (NPS), your rating of our products, and the  likelihood of your reference. |  |  | satisfaction and our products and services. |
| **Third-Party Information**  If you send someone else a communication from the Platforms, we may collect information, such as that person's name, telephone number, email address,  and/or shipping address. | From you. | To deliver to or  communicate with the  person at the address that you have requested. | Our service providers, and our co-marketing partners. |
| **Legal Information**  Fraud checks or flags raised about your transactions, the | From you, the police,  crime and fraud prevention agencies, payment card  providers, the public, | To protect you, other  customers and our  business against criminal activities and risks, to | Our service providers  who help us with fraud protection and credit risk reduction, and law |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| payment card you want to use, payment card refusals, suspected crimes,  complaints, claims and  accidents. | regulators, and your and our professional advisors and representatives. | prevent loss, and to make sure that we understand and can meet our legal obligations to you and  others and can defend  ourselves. | enforcement and other governmental authorities in accordance with  applicable law. |
| **Preference Information**  Your marketing preferences, your account settings  (including any default  preferences), any preferences you have indicated, the types of services/offers that interest you, and the areas of the  Platforms that you have  visited or ways that you | From you, from our  Platform technology ’s  interaction with your  browser or Device and cookies and other similar technologies tracking the pages you visit, the  marketing messages you open and the links you follow. | To enhance your online shopping experience,  including as a way to  recognize you and  welcome you to the  Platforms and provide you with customized Platform content, targeted offers  from others, promotions and advertising on the Platforms, through other | Our third-party vendors and service providers  who perform website  analytic services for us or enable the customization of offers to you to  improve your shopping experiences through the Platforms or elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| interact with our Platforms. |  | third-party sites or apps, via email, text messages, or App push notifications that are offered by us or others that might be of interest to you. |  |
| **Communications**  Communications we have  with you. Please note that we record calls to our Furry  Team. | From you and your social media account provider. | To handle your requests, to contact you when  necessary or requested, including responding to your questions and  comments and providing customer support, and to obtain customer feedback and improve our Furry Team and customer  shopping experience. | Our service providers who assist our Furry Team with customer service. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| **Photographs, Videos, and Audio Recordings**  Such as your photos,  pictures, and audio  recordings you upload to our Platforms, recordings of  phone calls you make to our phone numbers,  identification information when you visit our facilities, and video and audio  recordings collected at our premises. | From you when you  upload them to the  Platforms or otherwise  share with us, including  through email or social  media or when you show your identification card to be admitted to our  premises, and from the  video and audio recordings at our premises. | To use in marketing,  including through reports on our social media  accounts, to improve our Furry Team, to confirm your identity when you visit our facility, and to monitor and ensure safety of our premises. | Our service providers,  including service  providers who assist with securing our premises,  and other current and  potential customers when we repost photographs in social media posts or use in marketing. |
| **Personalization &**  **Engagement Data** | From you, from the  Platform technology ’s  interaction with your | To improve our Platforms, products and services,  Furry Team, and | Our third-party vendors and service providers who perform website |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Your journey online and how | browser or Device, and | customer shopping | analytic services for us or |
| you use our Platforms, | from cookies tracking the | experience. | enable the customization |
| whether and when you open | pages you visit. |  | of offers to you to |
| our marketing emails and |  |  | improve your shopping |
| push notifications and |  |  | or website experience for |
| respond to our |  |  | our Platforms. |
| advertisements, what you |  |  |  |
| clicked through on our |  |  |  |
| Platforms, and what your |  |  |  |
| purchased. |  |  |  |
| **Device Information**  Your IP address, internet  provider, operating system and browser used, type of Device (such as laptop or smartphone), Device cookie | From you and from the Platform technology ’s interaction with your browser or Device. | To make sure the Platform technology works properly with your Device, to make sure you can see and use our intended website and Apps on the Device you are using, for analytical | Our service providers  that help us with fraud  protection, and third-  party vendors and service providers that perform  website analytic services for us or enable more |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| settings and other Device details (such as MAC  address and geolocation) if you use our App and permit it to obtain your precise  geolocation. |  | and demographic  purposes, and to provide offers that may be of  interest to you.  We also will use this  information to protect the security and integrity of the Platforms and our  business, such as by  protecting against and  preventing fraud,  unauthorized transactions, and managing risk  exposure, including by identifying potential hackers and other  unauthorized users. | relevant offers to you on the Platforms or  elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Internet or other electronic network activity information  When you use the Platforms, some data is automatically transferred from your  browser to our server,  including your browser type, your operating system type or mobile device model, your viewed webpages, links that are clicked, your IP address, your mobile device identifier or other unique identifier,  sites or apps you visited  before coming to the | From you and from the Platform technology ’s interaction with your browser or Device. | We will use this  information in an  aggregated non-specific format for analytical and demographic purposes We  also will use this  information to protect the security or integrity of the Platforms and our  business, such as by  protecting against and  preventing fraud and  unauthorized transactions, and managing risk  exposure, including by identifying potential hackers and other | Our third-party vendors and service providers  who perform website  analytic services for us or enable the customization of offers to you to  improve your shopping or website experience and the relevance of  offers to you on the  Platforms or elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Platforms, the amount of  time you spend viewing or using the Platforms, the  number of times you return to the Platforms, or other  click-stream or site usage  data as well as emails we  send that you open, forward, or click through to the  Platforms. |  | unauthorized users. |  |
| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Contact Information  Such as your name, postal address, email address, | From you or social media account provider. | To communicate with you via phone, email and text; to send you, newsletters, information, promotional | Our service providers and our co-marketing  partners, including select partners and affiliates that |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| telephone numbers, or other contact information. |  | materials and other  offerings that may be of  interest to you; to offer a sweepstakes, contest or  other promotion; when you contact our Furry Team to request customer service or support; to complete your subscription on the  Platforms; and to  administer your account with us. | we believe may have or facilitate offers that may be of interest to you. |
| Pet Information  Such as dog or cat name, birthday, weight, breed, size and  allergies. | From you or social media account provider. | To provide you with  customized products,  services, and offers that may be of interest to you, including add-on | Our service providers and our co-marketing  partners, including select partners and affiliates that we believe may have or |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
|  |  | individual products (e.g., dog and cat toys) and to  personalize our  communication with you. | facilitate offers that may be of interest to you. |
| Subscriber Information  Your customer ID number, username, birthday, gender, age, purchase history,  veteran status, information on rewards or other benefits, and reason for ending your subscription. | From you and from our service provider. | To administer your  customer account and  provide you with  customized products and offers that may be of  interest to you such as add- on individual products  (e.g., dog and cat toys). | Our service providers who administer our  subscriber program, and our co-marketing  partners. |
| Purchase & Order  Information | From you. | To validate, confirm,  verify, deliver, install, and track your order, including | Our service providers who process, fulfill and ship orders. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Contact information,  together with purchase  details online and in store through e-receipts, order  numbers, delivery details, payment details, and any  communications we have  received about your order or purchase. |  | to arrange for shipping,  handle returns and refunds, maintain a record of the  purchases you make,  service products you  purchased from us, and provide you offers that may be of interest to you. |  |
| Other Delivery Information  Name and address of  recipient for delivery, if different from customer ’s | From you. | To deliver to the person at the address that you have requested. | Our service providers who process, fulfill and ship orders. |
| Payment Information | From you and your  payment card issuer ifyou | To check that the right person is using the right | Our service providers who process payments |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Name, card issuer and card type, credit or debit card number, expiration date, CVV code, and billing  address. | make a purchase or sign up for a paid subscription. | card or account and meets the requirements of the  card brands or account issuers, and to make sure we are paid for what you buy. | for us and who are  contractually required to comply with laws and requirements applicable to payment processing, which may include  Payment Card Industry Data Security Standards. |
| Product Rating Information  Such as the Net Promoter  Score (NPS), your rating of our products, and the  likelihood of your reference. | From you. | To measure customer  satisfaction and improve our products and services. | Our service providers who assist with  understanding how to improve customer  satisfaction and our products and services. |
| Third-Party Information | From you. | To deliver to or  communicate with the | Our service providers  and our co-marketing , |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| If you send someone else a communication from the Platforms, we may collect information, such as that person's name, telephone number, email address,  and/or shipping address. |  | person at the address that you have requested. | partners. |
| **Legal Information**  Fraud checks or flags raised about your transactions, the payment card you want to use, payment card refusals,  suspected crimes,  complaints, claims and  accidents. | From you, the police,  crime and fraud prevention agencies, payment card  providers, the public,  regulators, and your and our professional advisors and representatives. | To protect you, other  customers and our business against criminal activities and risks, to prevent loss, and to make sure that we understand and can meet our legal obligations to  you and others and can defend ourselves. | Our service providers  who help us with fraud protection and credit risk reduction, and law  enforcement and other governmental authorities in accordance with  applicable law. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Preference Information  Your marketing preferences, your account settings  (including any default  preferences), any  preferences you have  indicated, the types of  services/offers that interest you, and the areas of the  Platforms that you have  visited or ways that you  interact with our Platforms. | From you, from our  Platform technology ’s  interaction with your  browser or Device and cookies and other similar technologies tracking the pages you visit, the  marketing messages you open and the links you follow. | To enhance your online shopping experience,  including as a way to  recognize you and  welcome you to the  Platforms and provide you with customized Platform content, targeted offers  from others, promotions and advertising on the  Platforms, through other third-party sites or apps, via email, text messages, or App push notifications that are offered by us or others that might be of interest to you. | Our third-party vendors and service providers  who perform website  analytic services for us or enable the customization of offers to you to  improve your shopping experiences through the Platforms or elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| **Communications**  Communications we have with you. Please note that we record calls to our  Furry Team. | From you and your social media account provider. | To handle your requests, to contact you when  necessary or requested, including responding to your questions and  comments and providing customer support, and to obtain customer feedback and improve our Furry Team and customer  shopping experience. | Our service providers who assist our Furry Team with customer service. |
| Photographs, Videos, and | From you when you | To use in marketing, | Our service providers, |
| Audio Recordings | upload them to the | including through reports | including service |
|  | Platforms or otherwise | on our social media | providers who assist with |
| Such as your photos, | share with us, including | accounts, to improve our | securing our premises, |
| pictures, and audio | through email or social | Furry Team, to confirm | and other current and |
| recordings you upload to our | media or when you show | your identity when you | potential customers when |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| Platforms, recordings of  phone calls you make to our phone numbers,  identification information when you visit our facilities, and video and audio  recordings collected at our premises. | your identification card to be admitted to our  premises, and from the  video and audio recordings at our premises. | visit our facility, and to monitor and ensure safety of our premises. | we repost photographs in social media posts or use in marketing. |
| **Personalization &**  **Engagement Data**  Your journey online and  how you use our Platforms, whether and when you open our marketing emails and push notifications and  respond to our | From you, from the  Platform technology ’s  interaction with your  browser or Device, and from cookies tracking the pages you visit. | To improve our Platforms, products and services,  Furry Team, and  customer shopping  experience. | Our third-party vendors and service providers  who perform website  analytic services for us or enable the customization of offers to you to  improve your shopping or website experience for  our Platforms. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| advertisements, what you clicked through on our Platforms, and what your purchased. |  |  |  |
| **Device Information**  Your IP address, internet  provider, operating system and browser used, type of Device (such as laptop or smartphone), Device cookie settings and other Device details (such as MAC  address and geolocation) if you use our App and permit it to obtain your precise  geolocation. | From you and from the Platform technology ’s interaction with your browser or Device. | To make sure the Platform technology works properly with your Device, to make sure you can see and use our intended website and Apps on the Device you  are using, for analytical  and demographic purposes, and to provide offers that may be of interest to you.  We also will use this  information to protect the | Our service providers that help us with fraud  protection, and third-  party vendors and service providers that perform  website analytic services for us or enable more  relevant offers to you on the Platforms or  elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
|  |  | security and integrity of the Platforms and our  business, such as by  protecting against and  preventing fraud,  unauthorized transactions, and managing risk  exposure, including by identifying potential hackers and other  unauthorized users. |  |
| Internet or other electronic network activity  information | From you and from the Platform technology ’s interaction with your browser or Device. | We will use this  information in an  aggregated non-specific format for analytical and demographic purposes. We | Our third-party vendors and service providers  who perform website  analytic services for us or enable the customization of offers to you to |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| When you use the  Platforms, some data is  automatically transferred  from your browser to our  server, including your  browser type, your operating system type or mobile  device model, your viewed webpages, links that are  clicked, your IP address,  your mobile device  identifier or other unique  identifier, sites or apps you visited before coming to the Platforms, the amount of time you spend viewing or using the Platforms, the  number of times you return |  | also will use this  information to protect the security or integrity of the Platforms and our  business, such as by  protecting against and  preventing fraud and  unauthorized transactions, and managing risk  exposure, including by identifying potential hackers and other  unauthorized users. | improve your shopping or website experience and the relevance of offers to you on the Platforms or elsewhere. |

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| **Category of Personal Information Collected** | **Source of Information** | **Purpose for Collection** | **Categories of Recipients** |
| to the Platforms, or other  click-stream or site usage  data as well as emails we  send that you open, forward, or click through to the  Platforms. |  |  |  |

De-identified data does not personally identify you or any other visitor or user of the Platforms. We may use de-identified data such as statistical or demographic information for any purpose, including for statistical

analysis and research. When we maintain and use de-identified data, we do not attempt to re-identify the data unless you have given us consent to maintain and use the data in identifiable form.

**2. Additional Purposes for Using Personal Information**

In addition to the uses set forth in the “Collection, Use, and Disclosure of Personal Information” section above, we may use and share the categories of personal information identified below:

To comply with applicable legal and regulatory requests and obligations (including investigations).

To establish or defend legal claims and allegations.

For security or the prevention, detection, or investigation of fraud; suspected or actual illegal activity; violations of BUE FRAW policy or rules; or other misconduct.

To seek advice and consultation from lawyers, auditors, insurance companies, and other professional advisers.

With potential or actual purchasers of all or part of our business in connection with a business transaction.

We will only retain your personal information for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal requirements. To determine the appropriate retention period, we consider the amount, nature and sensitivity of your personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and

applicable legal requirements.

Cookie Policy

Like many commercial websites, we analyze how visitors use the Platforms through what is known as

"cookie" technology. A cookie is a small text file that is placed on your computer when you access the

Platforms and allows us to recognize you each time you visit the Sites. We may use cookies to ( 1) allow you to use the Platforms without having to reenter your username; (2) enhance or personalize your Platform

usage and shopping experience; (3) monitor Platform usage; (4) manage the Platforms; and (5) improve the Platforms and our products and services, including providing you with interest-based ads. For more

information on our advertising, see the “Interest-Based Advertising" section below. If you choose, you can set your browser to reject cookies or you can manually delete individual cookies or all of the cookies on

your computer by following your browser ’s help file directions. However, ifyour browser is set to reject cookies or you manually delete cookies, you may have some trouble accessing and using some of the pages and features that are currently on the Platforms, or that we may put on the Platforms in the future. Note that

browser-management tools for cookies are outside of our control and we cannot guarantee their effectiveness.

We may also use web beacons on the Platforms, in our emails, and in our advertisements on other websites. Web beacons are tiny graphic images that are used to collect information about your visit to the Platforms, such as the pages you view and the features you use, as well as information about whether you open and/or act upon one of our emails or advertisements. We may also collect the URL of the website you visited

immediately before coming to the Platforms. Web beacons help us analyze the Platform visitors ’ behavior and measure the effectiveness of the Platforms and our advertising. We may work with service providers that help us track, collect and analyze this information.

We may combine the information we collect through cookies and web beacons with other information we have collected from you or information from other sources.

**3. Internet-Based Advertising**

We may use on the Platforms third-party advertising companies such as those provided by Google and

Facebook that use tracking technologies to serve our advertisements across the Internet. These advertising

companies may collect information about your visits to the Platforms and other websites and your

interaction with our advertising and other communications. These advertising companies serve ads on behalf of us and others on nonaffiliated sites, and some of those ads may be personalized, meaning that they are

intended to be relevant to you based on information collected about your visits to the Platforms and elsewhere over time. Other companies may also use such technology to advertise on the Platforms.

You have the choice to tell us not to collect and use this information, and in some jurisdictions we will only engage in interest-based advertising ifyou opt-in. If you would like more information about this practice and

to know your choices concerning interest-based ads,

visit <https://optout.networkadvertising.org/>or <https://youradchoices.com/control> .

In Canada, please visit <http://youradchoices.ca/choices/>

In the EU, please visit <http://www.youronlinechoices.eu/>

**4. Security**

BUE FRAW uses commercially reasonable physical, technical, and administrative security measures to reduce the risks of loss, misuse, unauthorized access, disclosure, and alteration. When you enter sensitive information (such as your credit card number) on our registration or order forms, we encrypt that

information using secure socket layer (SSL) technology. Please be aware, however, that no security

measures are perfect or impenetrable. You remain responsible for protecting your username and password and for the security of information you transmit to us over the internet.

**5. Children ’s Privacy**

The Platforms are not directed to children under the age of 13, and BUE FRAW will never knowingly

collect personal or other information from anyone it knows is under the age of 13. Persons over 13 but under

18 years of age may use the Platforms only in conjunction with and under the supervision of a parent or legal guardian.

**6. Third-Party Websites and Accounts**

The Platforms may contain links to third-party websites, such as social media sites like Facebook, Instagram and Twitter, which may have privacy policies that differ from our own. We are not in any way responsible for the activities and practices that take place on these websites and platforms. Accordingly, we recommend that you review the privacy policy posted on any external site before disclosing any personal information. Please contact those websites and platforms directly if you have any questions about their privacy policies.

You may choose to create accounts on websites or platforms owned or controlled by third parties to

purchase our products. These third parties may use your information for their own purposes, including for behavioral advertising and analytics purposes. We do not control and are not responsible for the collection,

use or other processing of your information by these third parties through the accounts you create with them. Please refer to their privacy policies to learn about how they handle your personal information.

**7. Your Privacy Rights**

You can stop email marketing from us by using the “opt out,” or “unsubscribe” mechanism at the bottom of our email marketing messages. We may give you a choice about stopping just one kind of email or opting out of all email marketing from us.

By texting us in the context of customer service, you consent to receive transactional text messages from BUE FRAW at the mobile number you used to text and you are opting-in to receive future messages or a phone call to the number you provided.

You can opt-out of receiving promotional and transactional text messages via our Messaging Service by responding to any of our text messages with any of the following replies: STOP, END, CANCEL,

UNSUBSCRIBE, or QUIT. For additional opt-out information, please review our FAQs.

If you want to learn more about the personal information that BUE FRAW has about you, or you would like

to update or change that information, or deactivate your account, please contact us by email

at [privacy@buefraw.com](https://mailto:privacy@barkbox.com). Note that deactivating your account does not cause your account information to be deleted from our servers.

**8. Your Privacy Rights**

In addition to the rights described in the “Your Privacy Rights” section above, ifyou are a California,

Colorado or Virginia resident, you may request information about our disclosure of personal information to third parties or affiliated companies for their direct marketing purposes. To make such a request, please

contact us as set forth in the “Contact Us” section below. Please allow up to 30 days for us to process your request. You may submit such a request once per year.

If you are a resident of the above states, applicable law provides you with the following rights with respect to your personal information:

The right to know what personal information we have collected, used, disclosed and sold about you. To

submit a request to know, you may call us at (662) 550-0063 or visit our website www.buefraw.com. If you are a Colorado resident, you additionally can request to obtain your data in a portable and, to the extent

feasible, readily usable format that allows you to transmit the data to another entity.

The right to request that we delete any personal information we have collected about you. To submit a request for deletion, you may call us at (662) 550-0063, or visit www.buefraw.com.

The right to request that we correct inaccurate personal information that we maintain about you. To submit a request for correction, you may call us at (662) 550-0063, or visit www.buefraw.com.

The right to opt-out of the sale or sharing of your personal information by visiting our wwww.buefraw.com and “Contact Us” . Please see below for the categories of personal information we have sold about you in the preceding 12 months.

When you exercise these rights and submit a request to us, we will verify your identity, which may include asking you to log in to your account ifyou have one with us. If you do not have an account with us, we may ask for your email address, order numbers of previous orders of our products and services, the last four

digits of a credit or debit card or a bank account number used to make a purchase, the date of your last

purchase from us, or other information that we believe you will know that will allow us to verify that the request is coming from the person named in the request. You may designate an authorized agent to submit your request on your behalf. Your authorized agent will need to provide documentation supporting the

agent ’s authority to make the request on your behalf. We may also require you to verify your identity directly with us and confirm the request before we will process it.

We will not discriminate against you for exercising any of the privacy rights above. Your exercise of these rights will have no adverse effect on the price and quality of our goods or services.

If you are Virginia or Colorado resident, you additionally may appeal a decision by us to decline to take action regarding your request. To do so, please [provide contact information, such as “send an email

message to privacy@buefraw.com”] within seven days of receiving notice from us that your request has been declined. We will respond regarding any additional action taken within the legally appropriate time.

a. Sale or sharing of personal information.

We engage in personalized or targeted advertising. In connection with such advertising, we may share or sell the following categories of information with advertising networks and providers, advertisers, analytics

providers, and social media networks:

Device information and identifiers, such as unique advertising identifiers and cookies, and IP address; usage information, such as browsing history; location information, such as city; and inference data.

We have no actual knowledge of selling or sharing personal information of minors under 16 years of age to non-affiliated third parties without affirmative consent.

b. Use of disclosure of sensitive personal information

We do not use or disclose sensitive personal information, as defined by the California Consumer Privacy

Act, for purposes other than those specified in Section 7027 of the California Privacy Rights Act regulations.

c. Right to Removal of Posted Information – California Minors

If you are under 18 years of age, reside in California, and have provided us with information, you have the right to request the removal of unwanted information that you publicly post on the Site. To request removal of such information, you can contact us as provided below. Upon receiving such a request we will make sure that the information is not publicly available on the Site, but the information may not be completely or

comprehensively removed from our systems and databases.

**9. European and UK Residents ’ Privacy Rights**

In addition to the rights described in the “Your Privacy Rights” section above, ifyou are a European or UK resident individual, you have certain rights in relation to your personal information under the applicable

European and UK data privacy laws.

a. Your Rights to Control Your Personal Information

Applicable European and UK data privacy laws give certain visitors the right to access their personal

information. Your right of access can be exercised in accordance with the European and UK data privacy

laws. If you would like to request a copy of your personal information being held by us or request that it be deleted, or to update and/or correct your personal information or request that we provide a copy to another data controller of your personal information that you have provided to us, please contact us as detailed in the “Contact Us” section below. We will need enough information to ascertain your identity as well as the

nature of your request. We will aim to respond to your request within one ( 1) calendar month of receipt of the request. Where we were unable to do so within the calendar month, we will notify you of the soonest

practicable time within which we can respond to your request (and within three (3) months from the date of your request).

There are certain exemptions and restrictions of these rights under the European and UK data privacy laws that enable personal information to be retained, processed or withheld from access and we will inform you of these exemptions and restrictions, if applicable. If you would like to exercise any of these rights, please contact us as detailed in the “Contact Us” section below.

b. We Use Your Personal Information for the Following Key Purposes:

i.

to contact you: subject to applicable law, we or our third-party service and business providers may send you communications; especially ifyou have subscribed to one of our services. Such communications are

designed to make your experience of with Platforms more efficient and may include, but are not limited to, communications about us and other notifications, including important news that could affect your

relationship with us. Where required under applicable data privacy laws, we will not send you marketing

communications without your prior consent;

for legal purposes: we may use and share personal information for legal purposes, including financial, regulatory, tax and other legal obligations and to respond to governmental or regulatory requests or

subpoenas or for litigation purposes;

for our legitimate interests and those of a third party: we may use your personal information to manage our legal, regulatory, financial and business requirements, including obtaining legal advice, in the course of

disputes and litigation, internal and/or regulatory investigations and other legitimate interests; we also use your personal information for our legitimate marketing purposes and we may share your personal

information with third parties, such as our commercial partners and vendors, where we consider this meets

our legitimate interests or those of our commercial partners and vendors, whilst respecting our visitors ’ data

privacy rights;

for our business purposes: we may use your personal information to help us manage the objectives of our

organization;

for other purposes: subject to applicable law, we may use your personal information for additional purposes in connection with the Platforms, where you have provided your prior consent.

c. Sharing Your Personal Information

We share your personal information with third parties to help us use your personal information, as described in this Policy and in addition we may need to share your personal information with our professional tax,

legal, audit or financial advisors as well as sponsors, members, and other organizations in the proper course of our business. We may also share your personal information when we receive requests for information in the context of legal disputes, investigations regulatory enquiries or similar requests. Where appropriate, we execute EU and UK Model Clauses, also known as Standard Contractual Clauses, to meet the adequacy and security requirements for the transfer of personal information to countries that lack adequacy determines. Please contact us as detailed in the “Contact Us” section below for more information.

d. Complaint Process

We are transparent about the ways in which we collect and use personal information and welcome your

questions and concerns. If you have any concerns or complaints about the way we handle your personal

information, please contact us as detailed in the “Contact Us” section below. To the extent you believe we have not addressed your concerns or otherwise choose to do so, you have the right to lodge a complaint with a supervisory authority in your country of residence under the European and UK data privacy laws.

**10. Opt Out Preference Indication**

We respond to an indication or mechanisms enabled in web browsers indicating a preference to exercise the right to opt out of advertising tracking as required by applicable law.

**11. Visitors from Outside the United States – Cross Border Transfer**

The Platforms are intended for use of residents of the United States. If you are visiting the Platforms from outside the United States, you understand and agree that your personal information may be transferred to, stored, and processed in the United States or other countries in accordance with this Policy. The data

protection and other applicable laws of the United States or other countries may not be as comprehensive as those laws or regulations in your country or may otherwise differ from the data protection or consumer

protection laws in your country. Your information may be available to government authorities under lawful orders and law applicable in such jurisdictions. By using the Platforms and/or providing personal

information to us, you consent to the transfer of your information to the United States or other countries as described in this Policy.

**12. Changes to this Policy**

We reserve the right to amend this Policy at any time. We will post all changes to this Policy on the Sites, so you should review this Policy periodically. Any such amendments to this Policy may apply to information we collect in the future as well as any information we obtained prior to such amendment. If we make a

material change to this Policy, we will provide appropriate notice as required by law.

**13. Contact Us**

If you have any questions or comments regarding the Policy or how we collect and use your information, please contact us at:

**BUE FRAW**

P.O. Box 340032

Lakeway, Texas 78734

Phone: (662) 550-0063

Fax: 1-855-515-4077

E-mail: [privacy@buefraw.com](https://mailto:privacy@barkbox.com)

If we need, or are required, to contact you concerning any event that involves your information, we may do so by email, telephone, or mail. If you make a purchase, we will send you a confirmation email.

Last Updated March 30, 2025