

PRIVACY POLICY

Effective Date: February 20, 2023

Port City Bakery, Inc. d/b/a Alive & Kickin' Pizza Crust and its affiliated entities, including without limitation Hansen Foods of Wisconsin (collectively, “AK Crust”, “us”, “our”, “we”) know your privacy is important. AK Crust has provided this online privacy policy (“**Privacy Policy**”) explaining its online information practices and the choices you can make about the way your information is collected and used. This Privacy Policy applies to the information that AK Crust may collect from you or that you may provide on both the websites owned and controlled by AK Crust, including without limitation www.akcrust.com, www.hansenfoods.com, www.pepsdrafthaus.com, www.peps62pizza.com, and www.pepsitalianoh.com (collectively, the “**Sites**”).

If you are a California resident, please also see Appendix A “Privacy Information for California Residents” for supplemental California-specific privacy information.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our Policy, your choice is not to use our Sites. By accessing or using our Sites, you agree to this Privacy Policy. This Policy may change from time to time. Your continued use of our Sites after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

1. AK Crust’s Collection of Your Information

Information You Provide to Us. In the course of using the Sites, AK Crust may ask users for their name, email address, postal address, mobile or other telephone number, fax number, and other relevant information. AK Crust may collect additional information depending on how you are using the Sites. For example, if you subscribe to our blog, we will collect your contact information. For employment applications, AK Crust may collect additional information through the Sites or a third party website including previous work experience, education information, licenses and certifications, and other personal information. In many cases, users choose the amount of information they supply. There may be instances in which some of the information that we ask users to provide is identified as mandatory. In such cases, if users do not provide mandatory personal information with respect to a particular activity, users will not be able to engage in that activity.

Information We Collect Automatically. AK Crust may collect personal information about you automatically while using or interacting with the Sites. The Sites use cookies, web beacons, or pixels (each, a “tag”). We use tags across a variety of marketing platforms which may include, but is not limited to, email delivery, analytics platforms and advertising. Tags may be used to identify clicks and online behavior and may be used for demographic and interest-based reporting, and retargeting/remarketing across a variety of platforms, channels and devices. If you are visiting the Sites via a mobile device, we may also collect your mobile device’s unique device ID and information about how you use the Sites from a mobile device.

We may use Google Analytics to help us understand how our customers interact with the Sites. You can read more about Google’s ability to use and share information collected by Google Analytics from Google’s Privacy Policy: <https://policies.google.com/privacy>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. You can also prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

Information We Collect from Third Parties. From time to time, we receive information about individuals from our third party service providers, affiliates, agents, social media services, and distribution partners.

2. How AK Crust Uses the Information

Except as otherwise indicated, AK Crust uses personal information for the following purposes:

- to process and fulfill your order(s);
- to respond to any of your inquiries or questions about our products and/or services;
- for marketing purposes;
- to improve our Sites or our products and/or services;
- to offer you other materials, advertisements and/or information that AK Crust believes may be of interest to you;
- to cooperate with government officials or parties in litigation under process of law, to prevent a crime, or as otherwise required by law;
- to enforce or comply with AK Crust's contracts or protect the security or integrity of the Sites;
- to comply with applicable laws, including for product recalls and food safety purposes;
- to protect against fraud, identity theft, or a threat of safety or destruction of property;
- to protect against legal liability;
- to evaluate you for any potential job opportunities for which you apply; and/or
- to perform data analyses and/or research (including de-identification and aggregation of personal information).

In addition, if AK Crust becomes the subject of a bankruptcy or insolvency proceeding, whether voluntary or involuntary, AK Crust or its trustee in bankruptcy may disclose, sell, assign, license, or otherwise transfer such information in a transaction approved by the appropriate court.

3. How AK Crust Discloses Information

AK Crust may disclose personal information with our service providers to help us operate our business. For example, our service providers help us perform statistical analysis, send you email, or provide customer support. We may also disclose personal information to:

- Our affiliates;
- Our service providers, including social media networks;
- To a buyer or other successor in the event of or during a merger, divestiture, restructuring, dissolution, or other sale or transfer of some or all of our assets or equity, whether as part of bankruptcy, liquidation, or similar proceeding, in which personal information is among the assets transferred; or
- With your consent.

AK Crust may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) comply with laws and legal process served on AK Crust; (b) protect and defend the rights or property of AK Crust; or (c) act under exigent circumstances to protect the personal safety of users of the Sites or the public.

4. Children

The Sites are not intended for children under the age of 16. AK Crust does not knowingly collect personal information from users under 16 years of age. In the event that AK Crust becomes aware that it has collected personal information from a user under 16 years of age, it will take steps to delete such information from its database. If you believe that we might have any information from or about a child under the age of 16, please contact us as described below.

5. Your Privacy Choices & Opt Outs

You may choose not to receive marketing materials regarding AK Crust products by simply notifying AK Crust directly at info@akcrust.com. Upon receipt and processing of an “opt-out” request, AK Crust will, within a commercially reasonable amount of time, remove your information from any future unsolicited marketing communications. Your request regarding marketing materials will not apply to information that you request to receive or that is transactional.

If you do not wish us to place cookies, you may set your browser to refuse some cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of the Sites may then be inaccessible or may not function properly. Information on deleting or controlling cookies can be found at www.aboutcookies.org.

If you are a California resident, please also see Appendix A titled “Privacy Information for California Residents” for further supplemental information about additional rights you may exercise.

6. Third Party Websites

The Sites contain links to other websites that do not belong to AK Crust. AK Crust is not responsible for nor can AK Crust ensure the privacy practices or content of such other websites, and this Privacy Policy does not apply to those other websites. You should always read the privacy policy of a website before disclosing any of your information.

7. Modification of Privacy Policy

AK Crust may change this Privacy Policy at any time by posting the changed or amended Privacy Policy on the Sites. Your continued viewing of or use of the Sites following the posting of any changes to this Privacy Policy will signify your assent to any such changes or amendments.

8. How to Contact AK Crust for Any Reason

You may contact AK Crust with questions or comments regarding this Privacy Policy or to update any personal information at info@akcrust.com.

Appendix A

Privacy Information for California Residents

This Appendix applies solely to individuals who reside in the State of California (“consumers” or “you”). This Appendix complies with the California Consumer Privacy Act of 2018 (“CCPA”) and any terms defined in the CCPA have the same meaning when used in this Appendix. This Appendix applies to consumer information collected by AK Crust both through our Sites and offline, such as through our customer support line. This Appendix does not apply to personal information outside the scope of the CCPA.

1. Disclosures

In addition to any of the practices described above, the below chart lists the categories of personal information that AK Crust may collect or has collected in the past 12 months and how it discloses such information. We may also disclose your personal information to a third party, such as our distributor, upon your request or at your direction.

Categories of Personal Information	Categories of Third Parties with whom Personal Information is Disclosed
<p>Identifiers. This may include a real name, alias, address, email address, phone number, online identifier, IP address, account username and password, or other similar identifiers.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; service providers; prospective purchasers of our business; our affiliates; outside auditors and lawyers; our distributors; and social networks.</p>
<p>Internet and network information. This may include information on your interaction with a website, application, or advertisement, such as browsing history and how you use your account.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; service providers; our affiliates; outside auditors and lawyers; and social networks.</p>
<p>Device information. This may include the operating system of your device, device identifier, the type of device you are using, or your geolocation information.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; our affiliates; service providers; and social networks.</p>
<p>Order information. This may include information about what an order you place, shipping, returns, or product complaints.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; service providers; prospective purchasers of our business; our affiliates; outside auditors, insurers, and lawyers; and social networks.</p>
<p>Other information you submit to AK Crust or its service providers. This may include requests or communications you submit to us, emails, ratings, social media communications, or customer service call recordings.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; service providers; our affiliates; outside auditors and lawyers; and social networks.</p>
<p>Inferences about you. This may include information about your preferences, characteristics, predispositions, behavior, or other trends that help us identify which products you may be interested in.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; service providers; our affiliates; and social networks.</p>
<p>Professional or employment related information. This may include work history, technical skills, educational background, professional certifications, licensing and registrations, and language capabilities.</p>	<p>Entities that we are legally required to share with pursuant to law or for legal proceedings; our affiliates; and service providers.</p>

2. Sources of Information

AK Crust collects personal information from the following sources: you, your agents, through our third-party service providers, our distributors, your references, your employer, and social media networks.

3. Sensitive Personal Information

Sensitive Personal Information consists of: (1) government identifiers, such as Social Security Numbers and drivers' license numbers; (2) account log-in information (e.g., financial account or credit card numbers in

combination with any required access codes or passwords); (3) precise geolocation information; (4) racial or ethnic origin, religious or philosophical beliefs, or union membership; (5) content of postal mail, email, and text messages, unless the business is the intended recipient of the subject communications; (6) genetic data; and (7) biometric information that uniquely identifies a consumer or information concerning a consumer's health, sex life, or sexual orientation. To the extent we collect information that is considered Sensitive Personal Information under CCPA, it is listed in the chart above.

4. Uses of Personal Information

In addition to any of the practices described above, AK Crust may use personal information for the following purposes:

- to process and fulfill your order(s) for products;
- to respond to any of your inquiries or questions about our products and/or services;
- to provide you with additional and updated information, materials, and other advertisements regarding our products or services;
- to offer you other materials and/or information that we believe may be of interest to you;
- to comply with legal obligations and cooperate with government officials or parties in litigation under process of law, to prevent a crime, or as otherwise required by law;
- to enforce or comply with our contracts with your employer, our distributor, or other third parties or protect the security or integrity of the Sites;
- to protect against fraud, identity theft, or a threat of safety or destruction of property;
- to protect against legal liability;
- to evaluate you for employment opportunities;
- to process payment; and/or
- to perform data analyses and/or research (including de-identification and aggregation of personal information) or to conduct surveys.

AK Crust may disclose product order information, including the items and quantities ordered, with our distributors to fulfill your order.

5. Sale and Sharing of Personal Information

In the past twelve (12) months, we have not sold or shared for advertising purposes your personal information with any third party. To the extent you direct us to disclose personal information to third parties, such disclosure does not constitute "Sharing" or "selling."

6. Data Retention

We will retain your personal information for no longer than is necessary for the purpose stated in this Privacy Policy, unless otherwise extending the retention period is required or permitted by law or subject to our retention policies as may be in place from time to time. The data storage period may vary depending on the scenario, product, and service. The standards we use to determine the retention period are as follows: the time required to retain personal information to fulfill business purposes, including providing products and services; maintaining business records; controlling and improving the performance and quality of the Sites; handling possible customer queries or conducting assessments of customer complaints; whether you agree to a longer retention period; and whether the laws, contracts, and other equivalencies have special requirements for data retention.

7. California Residents' Rights and Choices

The CCPA provides California residents with specific rights regarding their personal information. In certain circumstances, you may have the following rights:

- The right to request that AK Crust disclose certain information to you about its collection and use of your personal information, including:
 - The categories of personal information AK Crust collected about you;
 - The categories of sources from which AK Crust collected personal information from;
 - AK Crust's business or commercial purpose for collecting that personal information;
 - The specific pieces of personal information AK Crusts collected about you;
 - Whether AK Crust sold or shared any your personal information;
 - The categories of third parties with whom AK Crust discloses that personal information; or
 - The specific pieces of personal information AK Crust collected about you.
- The right to request that AK Crust delete some or all of the personal information that it has collected from you and retained, subject to a number of exceptions.
- The right to request that AK Crust amend your personal information if it is inaccurate or outdated, such as an outdated address. AK Crust is not required to correct information that is subjective, such as an opinion.
- The right to limit our non-essential use of your Sensitive Personal Information, if applicable.
- The right to not be discriminated against for exercising any of your CCPA rights. Unless permitted by the CCPA, AK Crust 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 a different level or quality of goods or services; or
 - Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

8. *Exercising Your Rights*

To exercise your rights described above, please submit a verifiable consumer request to AK Crust by either:

- Calling us at (800) 236-1022.
- Email us at info@akcrust.com.

Only you, or a person that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. If you are making a request on behalf of another person, you must provide written legal documentation that you are authorized to act on behalf of that individual. The verifiable consumer request must:

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

AK Crust may not be able to fulfill your request or provide you with personal information if it cannot verify your identity or authority to make the request and confirm the personal information relates to you. To verify your identity, AK Crust may request up to three pieces of personal information about you, and AK Crust reserves the right to take additional steps as necessary to verify your identity if it has reason to believe a request is fraudulent.

9. *Response Timing and Format*

AK Crust endeavors to respond to a verifiable consumer request within 45 days of its receipt. If AK Crust requires more time (up to 90 days), it will inform you of the reason and extension period in writing. AK Crust will deliver the written response by mail or electronically, at your option.

Any disclosures AK Crust provides will typically only cover the 12-month period preceding the date it receives your verifiable consumer request. The response AK Crust provides will also explain the reasons it cannot comply with a request, if applicable. For data portability requests, AK Crust will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

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

10. *Other California Privacy Rights*

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Sites that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us through the information provided above.