

ANNEX 1

California Notice of Collection, Use, and Disclosure

See our full Privacy Policy here [<https://boudinbakery.com/privacy-policy/>]

See California Privacy Rights here [<https://boudinbakery.com/ccpa/>]

Category of Information Collected	Examples	Collected From	Purposes	Disclosed to	Sold or Shared	Retention Period
Personal Identifiers	Name, signature, mailing address, telephone number, email address, date of birth, credit and debit card information, location, and any other financial information	You when you visit or access or use our Website, app, online services, and Services, register in our loyalty program, create an account on our Website, visit our store, sign up for free Wi-Fi at any store, otherwise volunteer your information to us, enter a promotion or competition conducted by us including engaging with us on social media sites or otherwise interact with us through posting content on our Website, submitting a form, or communicating with us via phone (including text) or email.	To process your order, provide you with the products requested, and contact you about your order; to respond to your requests, follow up with you after you have communicated with us or submitted information to us;	Consultants, service providers, and contractors that we use to support our business and operations (e.g. vendors hosting or operating our Website, entities that deliver marketing messages, vendors that help us collect and process payment information in connection with transactions that require payment information; and fraud detection service providers) who have agreed to keep the information confidential and use it only to provide the applicable services;	Certain personal identifiers and commercial information may be collected by third party analytics, which may constitute “selling” or “sharing” under the CPRA	We will retain your personal information for as long as it is necessary and to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.
Commercial Information	Products purchased, obtained, considered, reviewed or other purchasing or consuming habits including store and location preferences.	Third-party sources including third party websites such as Amazon, Google, Facebook, Snapchat, TikTok, third-party service providers, opt-in lists, publicly available data, consumer reporting agencies, other companies and referrals.	To provide customer service and support; To authenticate your account credentials and identify you, as necessary to log you in and/or ensure the security of your account; To improve our business, stores, services, and social media; To provide you with a customized user experience; To send promotional communications or marketing offers (unless you have requested that	Third party companies we work with who help us gather information from you, communicate with you and provide services to you such as , entities that assist with data analytics such as Google and Meta, entities that assist with analyzing our Website metrics, advertising, and online behavioral	To opt out of selling or sharing this information, you may fill out a Do Not Sell or Share My Info request. Click Here	

			<p>we not send such communications); For marketing, research, legal, and other business purposes;</p> <p>To comply with our policies, procedures, and legal obligations, including complying with law enforcement or governmental authority requests, investigating fraudulent activity, resolving disputes, and enforcing our legal agreements and policies.</p>	<p>remarketing including social networking sites like Facebook, Twitter, Snapchat, and TikTok;</p> <p>Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests;</p> <p>An acquirer or successor-in-interest in the event of a reorganization, merger, sale, change of control, consolidation, joint venture, assignment, transfer or other disposition of all or any part of Boudin or its affiliates including any negotiation thereof; and Third-party sponsors of contests, sweepstakes, discounts, and promotions that you enter into.</p>		
Internet/ Network Activity	IP address, your device information, domain name, browsers you used to access our Website and	Your computer or mobile device, your online activities and interactions with us on our Website, online services, and Services, your activity on our social media channels	To analyze and track usage of our Services including our Website, online services and social media accounts;	<p>Consultants, service providers, and contractors that we use to support our business and operations;</p> <p>Third party companies we work with who help us</p>	Internet/network activity may be collected by third party analytics, which may constitute "selling"	We will retain your personal information for as long as it is necessary and to the extent necessary to

	<p>services, webpages viewed, time spent on webpages, links clicks, transactions entered into and site-navigation patterns.</p>	<p>or through our third-party sources;</p> <p>Third-party sources including third party websites such as Amazon, Google, Facebook, Twitter, Snapchat, TikTok, third-party service providers, opt-in lists, publicly available data, consumer reporting agencies, other companies and referrals</p>	<p>To determine the popularity of our products, store locations, and Services;</p> <p>To better understand how you use our Website and Services;</p> <p>To develop new products and service offerings;</p> <p>To enhance, modify, or improve our Website, online services, Services, and products;</p> <p>To provide you with a customized guest experience and present offers tailored to your personal preferences;</p> <p>To send promotional communications or offers including invitations to events, taking surveys, and participating in promotions (unless you have requested that we not send such communications);</p> <p>For other marketing, research, legal, and other business purposes;</p>	<p>gather information from you, communicate with you and provide services to you such as delivery vendors, entities that assist with data analytics such as Google and Facebook, entities that assist with analyzing our Website metrics, advertising, and online behavioral remarketing including social networking sites like Facebook, Twitter, Snapchat, and TikTok;</p> <p>Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests;</p> <p>An acquirer or successor-in-interest in the event of a reorganization, merger, sale, change of control, consolidation, joint venture, assignment, transfer or other disposition of all or any part of Boudin or its affiliates including any negotiation thereof.</p>	<p>or “sharing” under the CPRA</p> <p>To opt out of selling or sharing this information, you may fill out a Do Not Sell or Share My Info request. Click Here</p>	<p>comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.</p>
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			<p>For analytics and profiling technology to customize your experience, statistical purposes, deliver content (including advertising) tailored to your interests and how you use our online services, to market to you through targeted advertising;</p> <p>To comply with our policies, procedures, and legal obligations, including complying with law enforcement or governmental authority requests, investigating fraudulent activity, resolving disputes, and enforcing our legal agreements and policies.</p>			
Biometric Information	Photographs, video, face, voice, iris, retina, gait pattern	Your in-person visit to our property, including but not limited to our stores, lobby, parking lot, and other general areas.	<p>To maintain and preserve the security and safety of our guests, employees, premises, and property;</p> <p>To improve our premises and your customer experience; and</p> <p>To comply with our policies, procedures, and legal obligations,</p>	Third party service providers such as security services, vendors hosting our data. Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests.]	No	We will retain your personal information for as long as it is necessary and to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our

			including complying with law enforcement or governmental authority requests, investigating fraudulent activity, resolving disputes, and enforcing our legal agreements and policies.			legal agreements and policies.
Business-to-Business ("B2B") Information	Name, phone number, address, email address and other contact and relationship information consistent with your role in facilitating the business relationship.	You, if you are a contact person for any of our business partners, vendors, distributors, suppliers, service providers, contractors, or other entities with which we have a business relationship or potential business relationship.	For internal purposes, including to contact you, send and receive information, and otherwise facilitate the business relationship.	We do not disclose B2B Information outside our business relationship without your consent.	No	We will retain your B2B Information for as long as it is necessary to fulfill the purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.