

# CUP ZERO'S PRIVACY POLICY

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**Greeting and Welcome to Cup Zero's Privacy Policy!**

**TLTR:** Following are the privacy policy which reflects the rights and obligations and our collection and processing of data. By accessing or using the App or Website (*defined below*) you agree to be bound by Privacy Policy [*provide the link*]. Please read the Privacy Policy carefully.

## **PREAMBLE**

1. This Cup Zero's Privacy Policy (hereinafter called the "**Privacy Policy**") by CupZero Go Inc (hereinafter called "**Company**", "**we**", "**our**", or "**us**") which is for the users of the website <https://www.cupzero.com/> (the "**Website**") and the Cup Zero mobile application ("**App**") for protecting the privacy of all individuals who interact with us, whether by registering as a user on our App or participating in any other way.
2. The approach to privacy mentioned under this Privacy Policy applies to all personal information received by us from our customers, whether in electronic, paper or verbal form. It also applies to our Websites/App and how we use the Websites/App to collect information, how we use that information, and the choices that are available to the user regarding our use of user's personal information. This Privacy Policy is as per the California Online Privacy Protection Act of 2003 (CalOPPA), California Consumer Privacy Act (CCPA), New York's data breach notification law and any other data protection and privacy laws applicable under this Privacy Policy.

## **COLLECTION OF PERSONAL INFORMATION**

3. The personal information we collect usually consists of the user's name, an email address, phone number and mailing address at which the user wishes to receive communications from us, the user's credit card and/or banking information if you are using a personal card or account.
4. The types of personal information that we may collect from the user include but is not limited to:
  - a. **Personal Data:** While using our App/Website, we may ask the user to provide us with certain personally identifiable information that can be used to contact or identify the user ("**Personal Data**"). Personally, identifiable information may include, but is not limited to

e-mail address, first name and last name, phone number, address, country, state, province, ZIP code, city, Cookies (*hereinafter defined*) and Usage Data (*hereinafter defined*).

We may use the user's Personal Data to contact the user with respect to newsletters, marketing or promotional materials and other information that may be of interest to them. Users may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link.

- b. **Usage Data:** We may also collect information that the user's browser sends whenever the user visits or access the Website/App through any device ("**Usage Data**").

This Usage Data may include information such as the user's computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that user visit, the time and date of the user's visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When the user accesses the Website/App with a device, this Usage Data may include information such as the type of device used, devices' unique identity, the IP address of the device, the operating system of the device, the type of Internet browser the user use, unique device identifiers and other diagnostic data.

- c. **Location Data:** We may use and store information about the user's location ("**Location Data**") for providing our services. Users can enable or disable location services when they use our Website/ App at any time by way of the user's device settings.

- d. **Tracking Cookies Data:** We use Cookies and similar tracking technologies to track the activity on our Websites/App and we hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier ("**Cookies**"). Cookies are sent to the user's browser from a website and stored on the user's device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyze our Website/App.

User can instruct the browser to refuse all Cookies or to indicate when a Cookies is being sent. However, if the user does not accept Cookies, they may not be able to use some portions of our Website/App.

Examples of Cookies we use:

- i. **Session Cookies:** We use Session Cookies to operate our Website/App.
- ii. **Preference Cookies:** We use Preference Cookies to remember the user's preferences and various settings.
- iii. **Security Cookies:** We use Security Cookies for security purposes.

- iv. **Advertising Cookies:** Advertising Cookies are used to serve the user with advertisements that may be relevant to their interests.
  
- e. **Other Data:** While using our Website/App, we may also collect the information which includes (but does not limit to) sex, age, date of birth, place of birth, passport details, citizenship, registration at the place of residence and actual address, telephone number (work, mobile), information on marital status, family members, social security (or other taxpayer identification) number, office location and other data.

## **USE OF PERSONAL DATA**

- 5. We use the collected Personal Data for various purposes:
  - a. to provide and maintain our Website/App;
  - b. to notify the user about changes to our Website/App;
  - c. to allow the users to participate in interactive features of our Website/App when they choose to do so;
  - d. to provide customer support;
  - e. to gather analysis or valuable information so that we can improve our service;
  - f. to monitor the usage of our Website/App;
  - g. to detect, prevent and address technical issues;
  - h. to carry out our obligations and enforce our rights arising from any contracts entered into between the user and us, including for billing and collection;
  - i. to provide the user with notices about their account and/or subscription, including expiration and renewal notices, email instructions, etc.;
  - j. to provide the user with news, special offers and general information about other goods, services and events which we offer that are similar to those that the user has already purchased or enquired about unless the user has opted not to receive such information;
  - k. in any other way we may describe when the user provides the information;
  - l. for any other purpose with the user's consent.
  - m. a purpose permitted or required by law.
  
- 6. We may also use the Personal Information for secondary purposes closely related to the primary purpose, in circumstances where the user would reasonably expect such use or disclosure.

## DISCLOSURE OF PERSONAL DATA

7. We may disclose personal information that we collect, or the user provides:
  - a. **Business Transaction:** If we or our subsidiaries are involved in a merger, acquisition or asset sale, the user's Personal Data may be transferred.
  - b. **Other cases:** We may disclose Personal Data information:
    - i. to our subsidiaries and affiliates;
    - ii. to contractors, service providers, retailers and other third parties we use to support our business;
    - iii. to fulfil the purpose for which the user provides it;
    - iv. for the purpose of including user's company's logo on our website;
    - v. for any other purpose disclosed by us when a user provides the information;
    - vi. with the user's consent in any other cases;
    - vii. if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

## THIRD-PARTY COLLECTION OF DATA

8. We may collect the user's personal information from other sources, such as others on public websites, and news articles about business. In these circumstances, we will take reasonable steps to ensure that the user is made aware of the information provided to us by the third party.
9. We may employ third party companies and individuals to facilitate our service ("**Service Providers**"), provide service on our behalf, perform service-related services or assist us in analysing how our service is used.

These Service Providers have access to the user's Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
10. We may use third-party Service Providers to monitor and analyze the use of our services and Website/App. We may use third-party Service Providers to automate the development process of our services and Website/App.
11. We may use remarketing services to advertise on third party websites to the user after the user visited our Website/App. We and our third-party vendors use Cookies to inform, optimise and serve ads based on User's past visits to our Website/App.

12. Our Website/App may contain links to third-party websites that are not operated by us. We have no control over, nor do we accept responsibility for policy practices of third-party websites.

## **PAYMENTS**

13. We may provide paid products and/or services within our Website/App. In that case, we use third-party services for payment processing (e.g. payment processors).
14. We will not store or collect the user's payment card details. This information is provided directly to our third-party payment processors whose use of user's personal information is governed by their privacy policy.
15. The payment processor that we work with are [*mention the payment processor*]. Their privacy policy is detailed at [*mention the privacy policy link for payment processor*].

## **SECURITY OF DATA**

16. The security of Personal Data is important to us but remember that no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect user's Personal Data, we cannot guarantee its absolute security.
17. When the Personal Data is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify the Personal Data. However, most of the Personal Data is or will be stored by us for a minimum of [*mention the time limit*].

## **CHILDREN'S PRIVACY**

18. Our Services are not intended for use by children under the age of 18 (“**Child**” or “**Children**”). We do not knowingly collect personally identifiable information from Children. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that information from our servers.

## **ACCESS AND CHANGE TO PERSONAL DATA**

19. The user may access the Personal Data we hold about them and the user may update and/or correct it, subject to certain exceptions. If the user wishes to access the collected Personal Data then a written request has to be sent to us in writing. In order to protect the

Personal Data, we may require identification from the user before releasing the requested information.

20. We will take reasonable steps to make sure that the Personal Data is accurate, complete and up-to-date. If the user finds that the Personal Data is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services.
21. We will not charge any fee for the user's access request but may charge an administrative fee for providing a copy of the Personal Data.

### **TRANSFER OF DATA**

22. The User's information, including Personal Data, may be transferred to and maintained on computers located outside of the user's state, province, country or other governmental jurisdiction where the data protection laws may differ from those of user's jurisdiction. The user's consent to this Privacy Policy followed by the user's submission of such personal information represents the agreement to that transfer.
23. We primarily store and process Personal Data in the United States of America.
24. We will take all the steps reasonably necessary to ensure that user's data is treated securely and in accordance with this Privacy Policy and no transfer of Personal Data will take place to an organisation or a country unless there are adequate controls in place including the security of the data and other personal information as per the applicable data protection laws are in place.

### **RIGHTS UNDER THE CALIFORNIA PRIVACY PROTECTION ACT (CALOPPA)**

25. For the California's residents who are protected by CalOPPA we agree to the following:  
users can visit our site anonymously;
  - a. users can visit the Website/App anonymously;
  - b. our Privacy Policy link includes the word 'Privacy', and can easily be found on the home page of our Website;
  - c. users will be notified of any Privacy Policy changes on our Privacy Policy page;
  - d. users are able to change their personal information by emailing us at [*provide the mail-id*].
26. 'Do not track' is a preference you can set in the user web browser to inform websites that the user do not want to be tracked ("**Do Not Track**"). We honour Do Not Track signals

and do not track, plant cookies, or use advertising when a Do Not Track browser mechanism is in place.

27. Users can enable or disable Do Not Track by visiting the settings page of the web browser.

## **RIGHTS UNDER CALIFORNIA CONSUMER PRIVACY ACT (CCPA)**

28. If the user is a California resident, they are entitled to learn what data we collect, ask to delete the data and not to sell (share) it. California resident users also have rights to exercise data protection rights and make certain requests and ask us:

- a. The Personal Data we have about the user will return if the user asks for it:
  - i. The categories of Personal Data we have collected about the user.
  - ii. The categories of sources from which we collect the Personal Data.
  - iii. The business or commercial purpose for collecting or selling the user's Personal Data.
  - iv. The categories of third parties with whom we share Personal Data.
  - v. The specific pieces of Personal Data we have collected about the user.
  - vi. A list of categories of Personal Data that we have sold, along with the category of any other company we sold it to. If we have not sold the user's Personal Data, we will inform the user of that fact.
  - vii. A list of categories of Personal Data that we have disclosed for a business purpose, along with the category of any other company we shared it with.

Please note, a user is entitled to ask us to provide this information up to two times in a rolling twelve-month period. When the user makes this request, the information provided may be limited to the Personal Data we collected about the user in the previous 12 months.

29. If the user makes a request, we will delete the Personal Data we hold about them as of the date of the request from our records and direct any Service Providers to do the same. In some cases, deletion may be accomplished through de-identification of the information. If the user chooses to delete the Personal Data, the user may not be able to use certain functions that require the user's Personal Data to operate.

30. We don't sell or rent out Personal Data to any third parties for any purpose. We do not sell Personal Data for monetary consideration. However, under some circumstances, a transfer of Personal Data to a third party, or within our subsidiary companies, without monetary consideration may be considered a "sale" under California law. The user is the only

owner of the user's Personal Data and can request disclosure or deletion at any time. If the user submits a request to stop selling their Personal Data, we will stop making such transfers.

31. If the user asks us to delete or stop selling their Personal Data, it may impact the experience with us, and the user may not be able to participate in certain membership services or other services which require the usage of Personal Data to function. But in no circumstances, we will discriminate against the user for exercising their rights.

32. In order to exercise California data protection rights described above, please send the user's request(s) by email [*mention the e-mail id.*].

### **CHANGE IN PRIVACY POLICY**

33. We may update our Privacy Policy from time to time. We will notify the user of any changes by posting the new Privacy Policy on this page. We will let the user know via email and/or a prominent notice on our Website/App, before the change becomes effective and update 'last updated' at the top of this Privacy Policy. The user is advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **COMPLAINTS AND ENQUIRIES**

34. If the user has any queries or complaints about our Privacy Policy please contact us at [*mention the mail-id.*]