

## Welcome to WhatsGood™!

As part of our mission of helping to make local food sourcing better for everyone, Crave Food Systems™ (CFS), owner and operator of WhatsGood, collects and process a lot of information. This Privacy Policy is intended to help you better understand how we collect, use and store your personal information- whether you are a purveyor or purchaser that uses the WhatsGood service, a “White Label” user, customer of any of CFS services (together, the “Services”) or whether you’re simply visiting this website. By using any of WhatsGood’s Services, or by dealing with a purveyor using WhatsGood Services, you are agreeing to the terms of this Privacy Policy and, as applicable, the WhatsGood [Terms and Conditions of Use](#).

We collect your information only with your consent; we only collect the minimum amount of personal information that is necessary to fulfill the purpose of your interaction with us; we don't sell it to third parties; and we only use it as this Privacy Statement describes.

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our privacy practices or for other operational, legal, or regulatory reasons. If we make material changes to this Privacy Policy, we will give you notice of such changes by posting the revised policy on this Website, and where appropriate, by other means. By continuing to use the Services after these changes are posted, you agree to the revised policy.

## User's Information

**Purchasers** include any individual, institution, organization or company that uses the WhatsGood technology to communicate with purveyors to source and purchase local or regional products (primarily food). A purchaser's use of the WhatsGood technology and services is governed by the WhatsGood Terms and Conditions of Use.

**Purchasers** own their personal information, profile information, hyperlinks and the financial information they provide WhatsGood for the purpose of conducting transactions. Purchasers may update this information at any time but are responsible for tracking their own changes. A history of transactions may be provided upon request for up to 12 months for standard accounts (options for longer term account history retrieval may be available with upgraded or premium accounts).

**Purveyors** include any individual, institution, organization or company that uses the WhatsGood technology to communicate to sell and distribute local or regional products (primarily food). A purveyor's use of the WhatsGood technology and services is governed by the WhatsGood Terms and Conditions of Use.

**Purveyors** own their personal information, profile and the financial information they provide WhatsGood for the purpose of conducting transactions. Purveyors may update this information at any time but are responsible for tracking their own changes. A history of transactions may be provided upon request for up to 12 months for standard accounts (options for longer term account history retrieval may be available with upgraded or premium accounts).

## > What information do we collect from purveyor/purchasers and why?

We collect your name, company name, address, email address, phone number(s) and biographical story and sales data you provide. We need this information to provide you with our Services; for example, to confirm your identity, contact you, and invoice you.

We collect data about the WhatsGood pages that you visit. We also collect data about how and when you access your account, including information about the device and browser you use, your network connection and your IP address. We need this information to give you access to and improve our Services.

We also need this information to create a WhatsGood Payments account for you, to provide you with WhatsGood Payments services, and to comply with applicable legal and regulatory requirements. Payments services are provided by Stripe.

We collect Personal Information about your purchasers that you share with us or that purchasers provide while shopping or during checkout. We use this information to provide you with our services and so that you can process orders and better serve your purchasers.

We will also use Personal Information in other cases where you have given us your express permission.

## > When do we collect this information and why?

We collect Personal Information when you sign up for our Services, when you access our Services or otherwise provide us with the information.

If you're just browsing the website, we collect the same basic information that most websites collect. We use common internet technologies, such as cookies and web server logs. This is information we collect from everybody, whether they have an account or not.

The information we collect about all visitors to our website includes the visitor's browser type, language preference, referring site, additional websites requested, and the date and time of each visitor request. We also collect potentially personally-identifying information like Internet Protocol (IP) addresses.

We collect this information to better understand how our website visitors use WhatsGood, and to monitor and protect the security of the website.

## > Information from users with accounts

If you create an account, we require some basic information at the time of account creation. You will create your own username and password, and we will ask you for a valid email account. You also have the option to give us more information if you want to, and this may include "User Personal Information."

"User Personal Information" is any information about one of our users which could, alone or together with other information, personally identify him or her. Information such as a username and password, an email address, a real name, and a photograph are examples of "User Personal Information."

User Personal Information does not include aggregated, non-personally identifying information. We may use aggregated, non-personally identifying information to operate, improve, and optimize our website and service.

### Why do we collect this?

We need your User Personal Information to create your account, and to provide the services you request.

We use your User Personal Information, specifically your user name, to identify you on WhatsGood.

We use it to fill out your profile and share that profile with other users if you ask us to.

We limit our use of your User Personal Information to the purposes listed in this Privacy Statement. If we need to use your User Personal Information for other purposes, we will ask your permission first. You may request to see what information we have, how we're using it, and what permissions you have given us in your user profile.

### What information does WhatsGood not collect?

We do not intentionally collect sensitive personal information, such as social security numbers, genetic data, health information, or religious information. Although WhatsGood does not request or intentionally collect any sensitive personal information, we realize that you might store this kind of information in your account, such as in a repository. If you store any sensitive personal information on our servers, you are consenting to our storage of that information on our servers, which are in the United States.

If you're a child under the age of 13, you are not eligible to have an account on WhatsGood. WhatsGood does not knowingly collect information from or direct any of our content specifically to children under 13. If we learn or have reason to suspect that you are a user who is under the age of 13, we will close your account. Please see our Terms of Service for information about account termination.

### How we share the information we collect.

We do not share, sell, rent, or trade User Personal Information with third parties for their commercial purposes.

We do not disclose User Personal Information outside WhatsGood, except in the situations listed in this section or in the section below on Compelled Disclosure.

We may share User Personal Information with your permission, so we can perform services you have requested.

We may share your information with service providers that provide us with support services, such as credit card processing, website hosting, email and postal delivery, location mapping, product and service delivery, analytics services, marketing services or conducting academic research.

## Public Information on WhatsGood

Much of WhatsGood marketplace technology is public-facing. We do not sell that content; it is yours.

If you would like to compile WhatsGood data, you may only use any public-facing Personal Information you gather for the purpose for which our user has authorized it. For example, where a WhatsGood user has made an email address public-facing for the purpose of identification and attribution, you may not use that email address for commercial advertising. You agree to reasonably secure any Personal Information you have gathered from WhatsGood, and to respond promptly to complaints, removal requests, and "do not contact" requests from WhatsGood or WhatsGood users.

### Cookies

WhatsGood uses cookies to make interactions with our service easy and meaningful. We use cookies (and similar technologies) to keep you logged in, remember your preferences, and provide information for future development of WhatsGood.

A cookie is a small piece of text that our web server stores on your computer or mobile device, which your browser sends to us when you return to our site. Cookies do not necessarily identify you if you are merely visiting WhatsGood; however, a cookie may store a unique identifier for each logged in user. The cookies WhatsGood sets are essential for the operation of the website, or are used for performance or functionality. By using our website, you agree that we can place these types of cookies on your computer or device. You may disable your browser or device's ability to accept cookies, but doing so will prevent you from logging in or using WhatsGood's services.

## How We Keep Your Information Secure

We follow industry standards on information security management to safeguard sensitive information, such as financial information, intellectual property, employee details and any other Personal Information entrusted to us. Our information security systems apply to people, processes and information technology systems on a risk management basis.

No method of transmission over the Internet, or method of electronic storage is 100% secure. Therefore, we cannot guarantee the absolute security of your Personal Information.

You are responsible for protecting members' personal information you receive or process. This means that, you must maintain a privacy policy for your business that is consistent with the privacy terms set forth in WhatsGood's Terms and Conditions of Use and WhatsGood's Privacy Policy.

When you sell on WhatsGood, you may communicate with other members or have transactions with buyers. This means you may process personal information (for example, buyer name, email address, and shipping address) and may be considered an independent and separate "data controller" under EU law or other local regulations. If you disclose personal information like a buyer's name and email address without the buyer's consent, you are responsible for that unauthorized disclosure.

For example, you may receive a buyer's email address or other information as a result of entering into a transaction with that buyer. This information may only be used for WhatsGood-related communications or for WhatsGood-facilitated

transactions. You may not use this information for unsolicited commercial messages or unauthorized transactions. Without the buyer's consent, and subject to other applicable WhatsGood policies and laws, you may not add any WhatsGood member to your email or physical mailing list, use that buyer's identity for marketing, or obtain or retain any payment information. Please bear in mind that you're responsible for knowing the standard of consent required in any given instance.

If WhatsGood and you are found to be joint data controllers of personal information, and if WhatsGood is sued, fined, or otherwise incurs expenses because of something that you did as a joint data controller of buyer personal information, you agree to indemnify WhatsGood for the expenses it occurs in connection with your processing of buyer personal information.

### Third-Party Services

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

Once you leave our website or applications or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

### Links

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

### Questions and Contact Information

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, contact us at [support@sourcewhatsgood.com](mailto:support@sourcewhatsgood.com).