

## Privacy Policy

Last Revised: September 20, 2017

Bears is committed to protecting your privacy and communicating how we may use your personal information. We have prepared this Privacy Policy to describe to you our practices regarding the Personal Data we collect from users on our website. By continuing your engagement with our website and providing information to us, you are agreeing to the practices described in the Privacy Policy.

### 1. Personal Information

“Personal information” means information that could reasonably be used to identify you and which is submitted to and/or collected by Bears Nutrition websites.

### 2. Personal Information Bears Collect

Bears Nutrition collects information in the following ways:

Bears collects information about you when you interact with our website, including when you create an account, join our mailing list, make a purchase, engage in an online chat with our customer service representatives, make a purchase, and when you email, call, or otherwise communicate with us.

Personal information you provide Bears directly:

- First and Last name etc:
- Email Address
- Physical Address
- Phone & fax number, photos, videos,
- Social media usernames,
- Specific requests and information that you choose to share with us

Personal information Bears automatically collect:

- The information we automatically collect may include your precise geolocation (with your knowledge and consent) and location (based on IP address), IP address, browser type, device type, the webpage you visited before coming to our Site, pages you visited on our Sites, time spent on those pages, information you searched for on the Sites, when and for how long you visited the Sites, and similar information, which we collect through cookies and beacons. The information we automatically collect will be associated with any personal information that you have provided to us.

- **Passive Collection:** Bears may collect information about your visits to Bears Nutrition websites without you actively submitting such information. Here are some of the types of information collected when visiting Bears Nutrition websites
  - **Log Data:** When you use Bears Nutrition websites, our servers automatically record information (“log data”), including information that your browser sends whenever you visit a Bears Nutrition Website or your mobile app sends when you’re using it. This log data may include information such as your Internet Protocol address, the address of the web pages you visited that had Bears Nutrition website features, browser type and settings, the date and time of your request, how you used Bears Nutrition websites, and cookie data.
  - **Cookie data** . Depending on how you’re accessing Bears Nutrition websites, we and our approved partners may use “cookies” (a small text file sent by your computer each time you visit our sites) or similar technologies, to record log data. When we use cookies, we may use “session” cookies (that last until you close your browser) or “persistent” cookies (that last until you and/or your browser delete them).
  - **Social Media Plugins and Data** . In addition, Bears Nutrition websites may use social media plugins and sites to enable you to easily share information with others. When you visit Bears Nutrition websites, the operator of the social plugin can place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our Bears Nutrition websites. If you are logged into the social media website while browsing on Bears Nutrition websites, the social plugins allow that social media website to receive information that you have visited Bears Nutrition Web sites. Bears does not control any of the content from the social media plugins.
  - **Device and Geolocation information** . We may also collect information about the device you’re using to access Bears Nutrition websites, including what type of device it is, what operating system you’re using, and device settings.
  - When you interact with our website via your mobile device or use our mobile app, you may be asked for permission to allow us to collect and use your precise geolocation information. If you consent, we may use this

information to provide you location-based social media posts and for analytics purposes.

### 3. Use of information we collect about you:

Bears may use the information it collects about you for several purposes, including to:

- Respond to questions and to provide you with efficient customer service.
- Send you notices and information regarding Bears's products, surveys, and promotional material.
- Furnish, maintain, and secure Bears Nutrition networks and websites.
- Protect Bears and our users.
- Recognize new or remember past visitors to Bears Nutrition websites.
- Better understand the interests of our customers to facilitate and improve your experience on Bears Nutrition websites.
- Monitor and analyze trends, usage, and activities.

In addition, some of our applications and mobile-optimized sites may have location-based features. To deliver these features, we may collect and use location data provided by your mobile device if you give us permission.

### 4. Corporate Restructuring

We reserve the right to disclose, sell, or transfer all of your Personal Data in connection with or during negotiation of any merger, acquisition or dissolution transaction.

### 5. How to modify or delete personal information

- You may request to remove your personal information from our current customer records or to amend your personal information. For our record keeping purposes, we will retain certain personal information you submit in conjunction with commercial transactions in our archives.

### 6. How Bears Protects Personal Information

Bears takes reasonable measures to secure each webpage that collects personal information; however, the confidentiality of personal information

transmitted over the Internet cannot be guaranteed. Bears cannot guarantee that unauthorized third parties will not gain access to your personal information.

Bears may share information with third parties, including law enforcement authorities, where we determine that doing so is appropriate to:

- Enforce our Terms of Service
  - Protect our Property, services, and legal rights;
  - Provide maintenance services, database management, and similar site-related services;
  - Support auditing, compliance, and corporate governance functions,
  - Comply with any and all applicable laws.
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- Bears may share your personal information with third-party service providers who perform services and functions on our behalf to support our interactions with you. You acknowledge and agree that the use of any third party service provider may include having your personal information transferred to and stored by the third party.

#### 7. Children's Privacy

- Bears does not knowingly collect or use any personal information from children under the age of 13 on Bears Nutrition websites. If you are a parent and become aware that your child has provided us with information, please contact us and we will address the issue with you.

#### 8. California Privacy Rights

- If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by Bears to third parties for the third parties' direct marketing purposes within the immediately preceding calendar year. However, under the law, a business is not required to provide this information if it permits California residents to opt in to, or opt out of, this type of sharing. Bears qualifies for this alternative option. To opt out of having your information shared with third parties for their own direct marketing purposes, please call Customer Service.

#### 9. Changes to Privacy Policy

This Privacy may be updated at any time for any reasons. We will notify you of any changes to our Privacy Policy.

## 10. Contact Us

Please contact us if you have any questions or comments about our privacy practices or this Privacy Policy.