

MAPLE STREET BISCUIT COMPANY

Privacy Policy

(EFFECTIVE January 1, 2023)

The web is a dark and scary place, please make sure to review our Privacy Policy.

Agincourt Industries, LLC together with its subsidiaries d/b/a Maple Street Biscuit Company (collectively, “Maple Street”, “we”, “us and “our”) offers you access to its interactive online websites, applications and services. This Privacy Policy explains what information may be collected from you or that you may provide when you access this website (www.Maplestreetbiscuits.com) (our “Website”) or when you access or use any of our mobile or other applications (our “Applications”), and our practices for collecting, using, maintaining, protecting, and disclosing that information. Depending on your activities when using or accessing our Website or Applications (collectively, the “Services”), you may from time-to-time be required to agree to additional terms and conditions.

Please note that this Privacy Policy applies to information we collect through our Services regardless of whether you use our Services via a computer, mobile device or other platform (collectively, your “Equipment”). This Privacy Policy does not apply to: (i) our collection of information offline or through any other means (e.g., in person at our restaurants, over the telephone, etc.), or (ii) any collection of information by third parties, including through any application or content (including advertising) that may link to or be accessible from or through the Services.

While employment opportunities are identified on the Services, the process of applying for employment is conducted on a separate website not controlled by us and not subject to this Privacy Policy.

Our attorney likes to write a lot so we may update this policy from time to time – basically when our attorney feels the need or the law requires use to do so. You should review this Privacy Policy frequently, as it may change from time to time without notice. Any changes will be effective immediately upon the posting of the revised Please note, however, that if we decide to use your personally identifiable information in a manner materially different than what is provided in this

Privacy Policy or what we advised at the time it was collected, if we have your e-mail address, we will notify you of this change directly by e-mail to the last e-mail address you provided to us.

A. Information We Collect and How We Collect It

Yup, sorry . . . we collect certain types of information from you by virtue of your use of our Services. This is really the whole point of this Privacy Policy.

We collect information from and about users of Services, directly from you when you provide it to us and/or automatically when you use the Services, including information:

- (1) That is linked or reasonably linkable to you, such as your name, mail address, phone number, email address, date of birth, geographical location, payment information for purchases, or financial and business information related to a franchise application (“personally identifiable information”); and/or
- (2) That is about you but individually does not identify you, such as aggregated information.

i. Information You Provide to Us

As a general policy, we do not automatically collect your personally identifiable information when you interact with or access our Services. The personally identifiable information we collect depends on how you interact with our Services. In certain circumstances, you may provide personally identifiable information to us, in connection with a feature, program, promotion or some other aspect of our Services, including, but not limited to, information you provide directly when you: use or otherwise interact with our Services, complete a survey; contact us through our customer service email address – info@maplestreetbiscuits.com; provide feedback and/or submissions; make a press inquiry; submit information through or in connection with our Services; interact with us, our vendors/suppliers or franchises and/or use our Services, or submit in an online form for individuals interested in becoming a franchisee.

ii. Information We Collect Through Automatic Data Collection

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your access of our Services, including traffic data, location data, logs, and other communication data and the resources that you access and use our Services. When you use our Services, particularly our Application(s), we may automatically collect certain Equipment (mobile device) specific information. This includes the general or specific location of your Equipment through GPS, Bluetooth or WiFi signals. Before we collect or send location-specific information, it is our practice to ask for your consent. In some instances, your operating system may not allow you to install an Application without giving

us consent. In all instances, you may withdraw your consent by disabling location features for your Equipment – the Application will still work though certain location features (e.g., Store Locator) may not function.

- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking).

The information we collect automatically does not include personally identifiable information, but we may maintain it or associate it with personally identifiable information we collect in other ways or receive from third parties. It helps us to improve our Services and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Services according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Services.

We do not collect personally identifiable information automatically, but we may tie this information to personally identifiable information about you that we collect from other sources or you provide to us.

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personally identifiable information or they may collect information, including personally identifiable information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

B. How We Use Your Information & Disclosure of Information Collected

We use information that we collect about you or that you provide to us, including any personally identifiable information:

- To provide you with information, products, or services that you request from us.

- To present our Services to you and relay promotional information for our products or those of our parent company, subsidiaries or other affiliated companies (“Affiliated Companies”).
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To request that you participate in surveys (that may or may not be anonymous).
- To communicate with you about content or other information you have posted or shared with us via use of our Services.
- In any other way we may describe when you provide the information or for which you provide it.
- For any other purpose with your consent.

You may opt-out from receiving future promotional information from us or our affiliated companies, or direct that we not share your information with any affiliated companies, as set forth below. We may disclose aggregated information about our users, and information that does not identify any individual without restriction. We use non-personally identifiable information in a variety of ways. For example, to evaluate use of our Services (e.g., visits to our Website, use of our Applications, etc.), track the types of products being purchased, gauge coupon redemption rates, provide location based services to you (e.g. so we can notify you of nearby warm, flaky biscuits) understand customer needs and trends, carry out targeted promotional activities, and to improve our services.

We may use your non-personally identifiable information by itself or aggregate it with information we have obtained from other customers or other sources. We may, among other things, share your non-personally identifiable information with our Affiliated Companies, allow third parties to collect such information directly from you, and/or sell the non-personally identifiable information to third parties to achieve these and any other business objectives (e.g., generate revenue, form alliances, etc.).

The Services also contain a Facebook button and a Twitter button. If you choose to use these features or other comment sharing features provided through the Services, you may disclose your personally identifiable information not just to third-party websites and services, but also their users and the public more generally. The Services may also allow you to share portions of your account information with third parties and will automatically share information about your use of our Services with third parties; (d) to third parties that operate plug-ins on the Services (such as the Facebook and Twitter buttons). Even if you do not click these plug-ins, they may collect information about you, such as your IP address and the pages that you view. These plug-ins are governed by the privacy policy of the company that is providing them; (e) to suppliers/vendors and other third parties to engage in analysis, research, improvements to our products and services,

and product development. These parties may use insights gathered from such information to improve their own products or services; (f) to suppliers/vendors and other third parties in aggregated form and/or in a format that does not, by itself, identify you individually, such as sharing statistics about users of the Services, suppliers/vendors, and third party(ies)' business purposes or otherwise; and (g) pursuant to judicial subpoenas, warrants, or other similar orders.

In addition, we may disclose personally identifiable information that we collect or you provide:

- To our subsidiaries, franchisees, and affiliates.
- To contractors, service providers, and other third parties we use to support our business, including without limitation companies that host our Services or information systems, deliver communications on our behalf, make gift cards services available to you, or otherwise assist us with providing Services to you.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Agincourt Industries, LLC's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personally identifiable information held by Agincourt Industries, LLC about our users of our Services is among the assets transferred.
- To third parties when you use their services together with our Services, or when you share information directly through our Services. For example, the Services may contain links to third-party websites that incorporate comments and social media features.
- To third parties to market their products or services to you if you have consented to these disclosures.
- To third parties that operate plug-ins on the Services (such as Facebook and Twitter buttons).
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Terms.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Maple Street, our customers, or others.

Except as provided in this Privacy Policy (for example, the “preference based advertising” we talk about in the next section) or in our Terms of Use, your personally identifiable information will not be shared or sold to any third parties without your prior approval; provided that Maple Street reserves the right to compile, save, use within the scope of our activities, and analyze any and all data (contact and personal data, use history, etc.) that we collect from you through our Services.

C. Cookies and Preference Based Advertising

No, not our delicious brown butter, sea salt, chocolate chip cookies.

(1) Cookies and Web Beacons: We automatically receive and store certain types of non-personally identifiable information whenever you interact with us. For example, like many websites, we use "cookies" and "web beacons" (also called "clear gifs" or "pixel tags") to obtain certain types of information when your web browser or Equipment accesses our Website. "Cookies" are small files that we transfer to your Equipment's hard drive, memory or web browser to enable our systems to recognize you and to provide convenience and other features to you. Told you they were not our delicious cookies. "Web beacons" are tiny graphics with a unique identifier, similar in function to cookies, and may be used to track the online movements of users, when an email has been opened, and to provide other information.

Examples of the information we collect and analyze in this manner include the Internet Protocol (IP) address used to connect your Equipment to the Internet; computer and connection information such as browser type and version, operating system, and platform; your activities on our Website, including what you view/search for, as well as the URL you come from and go to next (whether this URL is on our site or not); and cookie number. We generally treat information we collect using these cookies and similar technologies as non-personally identifiable information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal data by local law, we also treat these identifiers as personally identifiable information in those regions.

If you are concerned about the storage and use of cookies, you may block or limit the storage of cookies via browser controls or other software (we do not make any promise that our Services will recognize or be able to work with any such browser controls/software – e.g., see below for Do Not Track options). You may also be able to delete cookies manually from your Equipment through your

internet browser, operating system or other programs. Please note, however, that some portions of our Services will not function properly or be available if you are able and do block and/or delete cookies.

Now that you are craving a delicious Maple Street cookie, here is more legal stuff.

(2) Preference Based Advertising: We may now or in the future work with third parties, including third party advertising networks and website analysis firms, who use cookies and web beacons to collect non-personally identifiable information when you visit our Website and third party sites. The non-personally identifiable information, collected through cookies and/or web beacons, is often used by these advertising networks to serve you with advertisements, while you

are on our Website and/or on third party sites, that better reflect your preferences and needs. For more information on how this type of advertising works, go to www.aboutads.info. You may also visit the Network Advertising Initiative (NAI) consumer opt out page at www.networkadvertising.org/choices. The NAI also provides instructions to engage system-level mobile device opt outs in Android, iOS, and Windows Phone environments.

For those that don't like cookies, you can opt out. Here is how: you do not wish to participate in preference based advertising via these third party advertising networks, go to www.aboutads.info and follow the simple opt-out process. A couple of important notes about this opt-out tool: (1) it includes all the advertising networks that we may work with, but also many that we do not work with; and (2) it may rely on cookies to ensure that a given advertising network does not collect information about you ("Opt-out Cookies"). Therefore, if you use or buy new Equipment, change web browser or delete these Opt-out Cookies, you may need to perform the opt-out task again.

(3) Do Not Track Features: Certain browsers may offer you the option of providing notice to websites that you do not wish for your online activities to be tracked for preference based advertising purposes ("DNT Notice"). The major browsers have attempted to implement the draft "Do Not Track" ("DNT") standard of the World Wide Web Consortium ("W3C") in their latest releases. As this standard has not been finalized, the Services are not technologically compatible with DNT and so we do not recognize DNT settings.

D. Other Uses & Information

In case you wanted an associate's degree in computer science . . .

- *IP Addresses:* An IP address is a number that is automatically assigned to your Equipment whenever you access the Internet. Web servers (computers that "serve up" web pages) automatically identify your Equipment by its IP address. When visitors request pages from our Website, we may log your IP address. We may collect IP addresses for several purposes including, without limitation, to report non-personal aggregate information to others, and to track the use of our Services. IP addresses are considered non-personally identifiable information and may also be shared as provided above. It is not our practice to link IP addresses to anything personally identifiable; that is, the visitor's session will be logged, but the visitor remains anonymous to us. However, we reserve the right to use IP addresses to identify a visitor at the request of the visitor or when we feel it is necessary to enforce compliance with our Service rules or to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our Services, or other users; or (d) in an emergency to protect the health and safety of our customers or the general public.

- *Email Communications*: If you send us an email with questions or comments, we may use your personally identifiable information to respond to your questions or comments, and we may save your questions or comments for future reference. For security reasons, we do not recommend that you send non-public personally identifiable information, such as passwords, social security numbers, or bank account information, to us by email. In fact, this is just a good life lesson and something you should always avoid doing. We may use your email address to send you more information about our delicious biscuits and deals surrounding our other fabulous offerings. You may "opt out" of receiving future commercial email communications from us by clicking the "unsubscribe" link included at the bottom of most emails we send, or as provided below; provided, however, we reserve the right to send you transactional emails such as customer service communications.

E. State Privacy Rights

Pursuant to certain state laws if you live in a state with a specific privacy law, you may request certain information about the type of your personally identifiable information we share with third parties for direct marketing purposes and the identity of any such third party. Additionally, these states may provide their residents a number of rights as they relate to personally identifiable information. These are the "right to know", the "right to delete", and the "right to opt-out".

Right to Know. You may request that Maple Street provide you the specific pieces of personally identifiable information Maple Street has about you; categories of Personally identifiable information we have collected about you; categories of sources from which the personally identifiable information is collected; categories of personally identifiable information that Maple Street sold or disclosed for a business purpose about you; categories of third parties to whom the personally identifiable information was sold or disclosed for a business purpose; and the business or commercial purpose for collecting or selling personally identifiable information. Please note that much of the information you can make a request for is already contained in this Privacy Policy. Should you wish to exercise this right, please see the section below which explains how to do so. If you do not have an account with Maple Street, we may ask for some personally identifiable information in order to verify your identity and your rights to the data subject to your request.

Right to Delete. Some state law gives their residents a limited right to request deletion of their personally identifiable information. However, this right is limited by a number of exceptions. Fundamentally, if Maple Street has a permissible need to retain personally identifiable information, we are not under an obligation to delete such information, even when requested. Generally, we retain personally identifiable information so we may complete the transaction for which the personally identifiable information was collected, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between us and you; detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;

debug to identify and repair errors that impair existing intended functionality of our online properties; enable solely internal uses that are reasonably aligned with your expectations based on your relationship with Maple Street; comply with a legal obligation; or otherwise use your personally identifiable information, internally, in a lawful manner that is compatible with the context in which you provided the information. As such, we generally do not accept requests to delete personally identifiable information. However, we will respond to requests to remove personally identifiable information from some of our systems as a part of a request to close or otherwise disable a membership account. If you would like to request deletion of personally identifiable information, please see the section below which explains how to do so. If you do not have an account with Maple Street, we may ask for some personally identifiable information in order to verify your identity and your rights to the data subject to your request.

Right to Opt-Out. Some state laws give their residents the right to opt-out of personal data processing for targeted advertising and sales, or profiling in furtherance of decisions that produce legal or similarly significant effects concerning the consumer.

Please note that these rights are not absolute and in certain cases are subject to conditions or limitations as specified in the applicable state privacy law. If you have questions or requests related to your rights under any applicable state privacy laws, you (or your authorized agent) can also contact us at privacyinfo@maplestreetbiscuits.com or write us at: **Maple Street Biscuit Company c/o Risk Management Department, 105 Continental Place Suite 410, Brentwood, TN 37027.** You may be required to provide additional information to verify your identity and request before further action is taken. If you disagree with the decision on your request, you can ask us to reconsider it by responding to the team's email.

F. Public Forums

We may offer chat rooms, blogs, message boards, bulletin boards, or similar public forums where you and other users of our Services can communicate or provide information for publication or display ("User Contributions"). Your User Contributions are posted and transmitted to others at your own risk. The protections described in this Privacy Policy do not apply when you provide information (including personally identifiable information) in connection with your use of these public forums. We may use personally identifiable and non-personally identifiable information about you to identify you with a posting in a public forum. Any information you share in a public forum is public information and may be seen or collected by anyone, including third parties that do not adhere to our Privacy Policy. We are not responsible for events arising from the distribution of any information you choose to publicly post or share through our Services.

G. Children

Our Website is not intended for children under 13 years of age. We do not knowingly collect personally identifiable information from children under the age of 13. No one under age 13 may provide any personally identifiable information to or on the Services. If you are under 13, do not use or provide any information on this Website, the Applications, or through any of the Services features, or provide any information about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received personally identifiable information from a child under 13 without verification of parental consent, we will delete that information. If you are a parent or guardian of a child under the age of 13 and believe he or she has disclosed personally identifiable information to us please contact us at: privacyinfo@maplestreetbiscuits.com or write to us at: **Maple Street Biscuit Company c/o Risk Management Department, 105 Continental Place Suite 410, Brentwood, TN 37027**. A parent or guardian of a child under the age of 13 may review and request deletion of such child's personally identifiable information as well as prohibit the use of that information. If you are between the ages of 13 and 18, please ensure that you are using the services with permission of a parent or legal guardian.

H. Keeping Your Information Secure

We have implemented security measures we consider reasonable and appropriate to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while we strive to protect your personally identifiable information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online or through our Services, and are not responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information. In the unfortunate event that your "personally identifiable information" (as the term or similar terms are defined by any applicable law requiring notice upon a security breach) is compromised, we may notify you by e-mail (at our sole and absolute discretion) to the last e-mail address you have provided us in the most expedient time reasonable under the circumstances; provided, however, delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system as well as for the legitimate needs of law enforcement if notification would impede a criminal investigation. From time to time we evaluate new technology for protecting information, and when appropriate, we upgrade our information security systems.

I. Other Sites/Links

Our Services may link to or contain links to other third party websites that we do not control or maintain, such as in connection with purchasing products we may recommend or reference via our Services and/or advertisements you may see while using our Services. We are not responsible for the privacy practices employed by any third party website. We encourage you to read the privacy statements of all third party websites before submitting any personally identifiable

information through these websites, including without limitation, our online ordering site which is controlled by a third party.

By using our Services, you acknowledge that your personally identifiable information may be stored or processed in the United States or any other country in which Maple Street (or its affiliates) or their respective service providers maintain facilities. This means that we may transfer information we collect about you, including personally identifiable information, to entities across borders to another country or jurisdiction. If you are located within a country with laws governing data storage or processing that are different from United States laws, please be aware that we may transfer information to a country that does not have the same laws or the same level of protection.

J. Contact & Opt-Out Information

You may contact us as at privacyinfo@maplestreetbiscuits.com if: (a) you have questions or comments about our Privacy Policy; (b) wish to make corrections to any personally identifiable information you have provided; (c) want to opt-out from receiving future commercial correspondence, including emails, from us or our affiliated companies; or (d) wish to withdraw your consent to sharing your personally identifiable information with others.

We will respond to your request and, if applicable and appropriate, make the requested change in our active databases as soon as reasonably practicable. Please note that we may not be able to fulfill certain requests while allowing you access to certain benefits and features of our Website.

K. Sole Statement

This Privacy Policy as posted on this Website is the sole statement of our privacy policy with respect to this Website, and no summary, modification, restatement or other version thereof, or other privacy statement or policy, in any form, is valid unless we post a new or revised policy to the Website.