

Privacy Policy

Last Updated: July 1, 2024

This Privacy Policy describes how Metropolitan Market, LLC (“Metropolitan Market,” “we”, “us”, “our”) collects, uses, stores, and shares your information when: (1) you access and use our website located at <https://www.metropolitan-market.com/> or other websites and/or applications owned and operated by us (“Sites”); (2) you purchase our products or services (“Products”); (3) you visit one of our physical store locations (“Stores”); (4) you communicate with us in any manner (“Communications” or “Communicate”); and (4) when we interact with certain third parties, such as our service providers (“Third Parties”).

This Privacy Policy applies wherever it is posted.

Acknowledgment

By accessing and/or using our sites, products, stores, or by communicating with us in any manner, you represent that you have read and understand this privacy policy.

What Type Of Information Do We Collect?

We collect your information when you interact with our Sites, purchase our Products, visit our Stores, Communicate with us, and when we engage with Third Parties.

Information Provided By You

We collect the following information directly from you when you interact with our Sites, Products, visit our Stores, or Communicate with us:

- **Contact Information**, such as your first and last name, mailing address, delivery address, email address, and telephone number.
- **Account Credentials**, such as your username, password, and information used for authentication and account access.
- **Demographic Information**, such as your age, gender, zip code, and country.
- **Billing Information**, such as your payment information (e.g., credit or debit card number), expiration date, security code, bank account information, or other financial information provided by you when purchasing our Products.
- **Profile Information**, such as your interests, preferences, shopping lists, email preferences, purchasing history, and favorites.
- **Communications**, such as any messages you send to us such as feedback and questions to customer support, information you publicly post on our Sites or other websites (such as product reviews or blog comments), e-mail messages, and recordings of telephone calls with customer service or other Metropolitan Market representatives.
- **Audio or Video Information**, such as audio and video footage from when you visit our Stores.

Information Collected Automatically

When you visit our Sites, information about your device hardware and software is automatically collected, including your IP address, browser type, domain name, access times, geographic location, referring website address and other technical information. For more information about how we collect this information through the use of cookies and related technologies, see [Cookies & Related Technologies](#) below.

Information Collected From Third Parties

We use a variety of Third Parties to provide you with the Sites, Products, and Stores. From time to time, we may collect information about you from those Third Parties, including for fraud protection purposes, credit checks, address verification, account authentication and verification, and other related business and commercial purposes.

How Do We Use Your Information?

We may use the information we've collected from and about you for the following purposes:

- Improve our Sites and Products;
- Offer our Sites and Products to you;
- Deliver our Products to you;
- Responding to your requests;
- Processing and completing your transactions, including the delivery of products or services;
- Verifying your identity;
- Contacting you regarding lost items in our Stores, such as your keys, purse, or wallet;
- Personalize our Sites and Products;
- Provide you with information about our Sites, Products, and Stores;
- Customer service;
- Security and to detect fraud and illegal activities;
- Research and analytical purposes;
- To fulfill your requests;
- To communicate with you;
- To facilitate a business transaction, such as a merger, acquisition, asset sale, bankruptcy, or other related proceeding;
- Ad measurement purposes, delivery of ads, marketing, and other ways to personalize our Sites and Products for you; and
- To comply with the law, enforce our policies, or respond to a legal request, such as a subpoena.

How Do We Share Your Information?

Depending on the circumstances, we may share your information in the following circumstances:

- **With Your Consent** We may disclose, share, or make available your information with your consent, which may be obtained in writing, online, through "click-through" agreements, when you accept our terms for our Sites, orally (including over the telephone), or by other means. For example, if you purchase Products with a credit card and have them delivered to your home, you consent to the disclosure of your name and mailing address to our third-party delivery service providers, and of your credit card number to the credit card processor to authorize the transaction and to the bank to collect payment.
- **With Service Providers & Business Partners** We may disclose, share, or make available your information with our third-party service providers, business partners, and other third parties, such as credit/debit card processing partners, partners that facilitate billing, delivery, and customer service, third-party auditors and law firms, marketing and advertising networks (including those that provide ad measurement services), internet service providers, data analytics providers, companies that help debug and identify and repair errors that may impair the functionality of our Sites, and third parties that help protect against malicious, deceptive, fraudulent, or illegal activity.
- **In a Business Transfer** We may disclose, share, or make available your information as part of a business

transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.

- **For Legal Process & Protection** We may disclose, share, or make available your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (1) enforce or apply agreements, or initiate, render, or bill for use of the Sites; (2) protect our rights or interests, property or safety or that of others; (3) in connection with claims, disputes, or litigation – in court or elsewhere; (4) protect users of our Sites and other carriers, providers, or partners from fraudulent, abusive, unlawful, or otherwise improper use of our Sites; (5) facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government.

Cookies & Related Technologies

From time to time, our Sites may use cookies, beacons, pixel tags, scripts, and other similar technologies. We use these technologies to support the functionality of our Sites, perform analytics, advertise our Sites and Products, determine how users interact with our Sites, and for other related purposes. Below is an overview of these technologies. To learn more about your choices regarding these technologies, see [Your Choices](#) below.

What Are Cookies? A cookie is a small file containing a string of characters that is sent to your computer or device when you visit a website or use an online service. The cookie then communicates with servers, ours (e.g., first-party cookies) or those of another third-party (e.g., third-party cookies) that we have authorized to place on our Sites. When you visit our Sites again, the cookie allows us to recognize your browser or device. Cookies may store unique identifiers, user preferences, and other information.

How Long Do Cookies Last? We may use “session cookies” or “persistent cookies.” Session cookies are temporary and expire once you close your browser or once your session ends. Persistent cookies remain on your device for much longer or until you or your browser delete them.

What Types of Cookies Do We Use?

- **Necessary Cookies** These cookies are necessary for you to browse the Sites and use their features, such as accessing secure areas of the Sites. Without these cookies, certain aspects of the Sites may not be available to you.
- **Preferences Cookies** These cookies collect information about how you have used the Sites in the past and allow the Sites to remember the choices you have made. These cookies allow us to improve how the Sites work for you and tailor the Sites to your preferences.
- **Statistics Cookies** These cookies collect information about how you use the Sites, such as which pages you most often visit on the Sites, the time you spend on the Sites, which links you click on, and any issues encountered. These cookies help us understand how visitors interact with the Sites. All information collected is aggregated and does not identify you.
- **Marketing Cookies** These cookies track your online activity to help deliver advertisements that are relevant to you and your interests and measure the effectiveness of the advertising campaigns. They also limit how many times you see a certain advertisement. We may share the information collected through these cookies with others, such as advertisers.

Beacons. Our Sites, and some of our e-mail communications, may from time to time contain small electronic files known as beacons (also known as web beacons, clear GIFs, pixel tags, single-pixel GIFs) that permit us, for example, to count users who have visited those pages or opened an email communication, and for other related statistical analysis. Beacons in email marketing campaigns allow us to track your responses and your interests in our content, offerings, and Sites. You may use the tools in your device to disable these technologies as well.

Links to Third-Party Sites

Our Sites, from time to time, may contain links to third-party websites and services. Please note that these links are provided for your convenience and information, and may operate independently from us and have their own privacy policies and/or notices. You are strongly encouraged to review such policies or notices. We do not endorse or make any representations or warranties concerning, and will not in any way be liable for, any informational content, products, services, software, or other materials available on other websites, even if one or more pages of the other websites are framed within, or linked to, a page of our Sites.

Do Not Track

Our Sites may, from time to time, collect information about your online activities, over time and across our Sites. Third parties may also collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile applications. Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Sites do not currently change the way they operate based upon detection of a "Do Not Track" or similar signal.

How Do We Store & Protect Your Information?

Although no system or website can guarantee the complete security of your information, we take all commercially reasonable steps to ensure your information is protected in accordance with all applicable laws and regulations, as appropriate to the sensitivity of your information.

Some of our Sites may permit you to create an account. When you do, you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account by contacting us at <https://metropolitan-market.com/contact/>.

How Long Do We Keep Your Information?

We keep your information for as long as necessary in accordance with the purposes for which it was collected, our business needs, and our legal and regulatory obligations. If we dispose of your information, we will do so in a way that is commercially reasonable considering the sensitivity of the information.

Children

Our Sites are not intended for children under the age of 18. This includes any links to other websites that we provide for our convenience. We do not intend to or knowingly collect personal information online from children under the age of 16 for any reason, and we encourage parents or guardians to participate in and monitor their children's online activity. If a child under 16 has provided personal information, a parent or guardian may inform us of that fact by contacting us using one of the methods listed under the caption "Contact Us" that appears below, and we will then delete the information from our database. If you are under the age of 16, do not provide us with any personal information.

Your Choices

We provide you with the ability to exercise certain controls and choices about how we collect, use, share, and store your information.

- **Right to Opt Out of Receiving Communications** We may send you e-mail messages, direct mail offers, or other communications regarding our Products unless you ask us not to do so. At any time, if no longer want to receive certain communications from us via email or text message, simply click the "unsubscribe" link in the email or reply STOP (or as otherwise instructed) to the message. You may also submit a request to opt out of receiving communications from us by contacting us at <https://metropolitan-market.com/contact/>. Please note, you may not be able to unsubscribe from service-related correspondence from us, such as message relating to your account and use of our Sites.

- **Right to Request to Delete Your Account and Associated Personal Data** You may submit a request to delete your personal account with Metropolitan Market, along with the associated personal data that you've shared with us. Deleting an account removes the account from our records, along with any data associated with the account that we are not legally required to maintain. If you would like to submit such a request, please use our [Account & Data Deletion Form](#). Accounts and associated data are typically deleted within 30 days. For your protection, it may be necessary for us to request additional details from you to confirm your identity before we can act on your request. We will not use personal data submitted for the purpose of any deletion request for any purpose other than to address and process your request.
- **Changing Cookie / Related Technology Settings** To manage the cookies on our Sites, please see and update your web browser settings accordingly. Web browsers allow some control of most cookies through browser settings. To find out more about cookies, including how to manage and delete cookies through browser settings, visit www.allaboutcookies.org. In addition, some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Sites. In addition to adjusting your browser and device settings, as outlined above, you may also control how cookies and related technologies are set and used on your device by visiting the following sites:
 - <http://networkadvertising.org/>
 - <http://optout.aboutads.info/>
 - <http://youradchoices.com/>

Accessibility

Consumers with disabilities may access this Privacy Policy and other notices in an alternative format by contacting us at <https://metropolitan-market.com/contact/>.

Changes

We may change this Privacy Policy from time to time. Any and all changes to this Privacy Policy will be reflected on this page, and where appropriate provided in person or by another electronic method. Material changes to this Privacy Policy will be posted here, and may be provided via e-mail or another method, as appropriate under applicable law. The last updated date will be stated at the top of this Privacy Policy. You should regularly check this page for any changes to this Privacy Policy.

Contact Us

If you have any questions, comments or concerns about this Privacy Policy or about our privacy practices, please contact us at <https://metropolitan-market.com/contact/>. You may also send your privacy-related comments or questions to the following address: legal@goodfoodholdings.com