

## **PRIVACY POLICY**

This privacy policy (this “Privacy Policy”) tells you about the information that SAGE Dining Services, Inc. (“SAGE,” “we” or “our”) collects in connection with the operation of its SAGE Dining mobile application (the “Application”), how the information is used and how you can access and correct certain information that we may collect.

Please note that this Privacy Policy applies only to information collected from you by SAGE via the Application and does not apply to information obtained or disclosed through offline correspondence or personal contacts with SAGE representatives. Further, the Application may contain advertisements and/or links to other entities’ applications that are not controlled or operated by SAGE. This Privacy Policy does not apply to such third party applications, and SAGE is not responsible for the content of such third party applications or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third party applications.

This Privacy Policy is effective as of 10-12-2016 (the “Effective Date”).

### **INFORMATION COLLECTED AND HOW WE USE IT**

We collect two types of information from users: i) personally identifiable information (such as name, email address, date of birth, IP address, gender and role (e.g., student, parent, faculty or staff) which you have voluntarily submitted to us, and ii) aggregate information (such as information about how many users log on to our Application, the features they access, etc.).

We collect, maintain and use your personal information in connection with your use of the Application and our delivery of services to you, to contact you in response to your comments or requests for information, or to contact you if needed in the course of providing services or information that you may have requested. In addition, we may use your personal information to provide you the most helpful and targeted products and services to meet your needs and respond to your inquiries. To better meet your needs, we may supplement the information we collect with data obtained from third parties for the same purposes.

### **DATA SHARING AND TRANSFER.**

SAGE will not trade, sell or share your personal information for use by any third party without your consent, unless required by law or as disclosed to you when the information is collected. SAGE reserves the right to disclose your personally identifiable information based on the good faith belief that such action is necessary or appropriate to: (a) protect and defend the rights or property of SAGE, or (b) act in urgent circumstances to protect the safety or security of the public or of users of the Application.

Your personal information will generally be stored in the SAGE database, which is located in the United States. In the event that SAGE is involved in a transaction such as a

merger, stock purchase or sale, or sale of substantially all of SAGE's assets, your personal information may be transferred to the other party in such transaction.

### **USE OF YOUR PERSONALLY IDENTIFIABLE INFORMATION**

Upon our collection of your personally identifiable information, SAGE may use such personally identifiable information internally, separately or in combination with pre-existing information, including for the following purposes:

- To store allergen preferences;
- To link parent accounts to students;
- To provide notification of updates and events;
- To create login accounts and for profile retrieval;
- To provide any requested products or services;
- To troubleshoot problems with the Application, as requested;
- To customize your experience or homepage on the Application;
- To enforce our End-User License Agreement (“EULA”);
- To contact you with more information about SAGE and its products or services; and
- For data analytics purposes.

### **COOKIES AND OTHER TECHNOLOGIES**

Cookies help us in many ways to make your visit to the Application more productive. Cookies are text information files that your web browser places on your computer when you use the Application. SAGE may use such “cookie” technology to obtain non-personal information from you as an online visitor. Most browsers accept cookies automatically, but can be configured not to accept them or to indicate when a cookie is being sent. SAGE may also use so-called “web beacons” to access the information contained in its cookies within the Application.

### **CHILDREN'S PRIVACY**

We take utmost care of children's privacy and take into consideration appropriate laws and regulations on children's privacy. We comply with verifiable parental consent requirements mandated by the Children's Online Privacy Protection Act (COPPA). As described in the EULA, the parent or legal guardian (“Parent”) of each child under the age of 13 must register with SAGE before the child can create an account for the Application. Registering an account requires that a child's Parent provide an email address, a user name for the user and the date of birth of the user. After SAGE verifies that the child is the Parent's child, it will ask the Parent to consent to the creation of an

account with SAGE. If a Parent does not consent to a child's access to and use of the Application or does not verify the Parent's consent through the consent process, SAGE will bar that child's registration for an account, prevent the child's access to and use of the Application, and ensure that such child's information is not accessible through the Application.

Parents have the right to refuse further collection, use, and/or disclosure of their child's PII by notifying us. If we learn that we have received PII from a child under the age of 13 without the Parent providing consent, we will delete the child's account and all other PII collected in conjunction with such account.

The Parents of children under the age of 13 understand and agree that SAGE may provide information collected via the Application to third parties who use such information for the sole purpose of administering or providing services in connection with the Application (e.g., third party security monitoring services and web hosting companies).

SAGE will not request more information than is reasonable necessary to use the Application and provide related services to children under the age of 13.

Parents may review their child's personal information, direct SAGE to delete such information, and refuse to allow SAGE to further collect or use such information.

In order to exercise any of the rights described above, Parents must contact SAGE at the following email address: [TouchofSAGE@sagedining.com](mailto:TouchofSAGE@sagedining.com).

## **SECURITY**

We use commercially reasonable efforts to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

## **LINKS TO OTHER APPLICATIONS**

The Application may contain links to other applications. SAGE has no control over the privacy practices or the content of such applications. We recommend you carefully read the privacy policies of each application or website you visit.

## **CHOICE AND OPT-OUT PREFERENCES**

Other than cookies or other technological means, SAGE does not collect your personally identifiable information unless you choose to provide it. If, at any time, you would like to correct, update or delete your personally identifiable information, or if you prefer not to receive any other form of communication from SAGE, please contact us via email at

TouchofSAGE@sagedining.com or via U.S. mail at: Touch of SAGE, SAGE House, 1402 York Road, Lutherville, MD 21093.

## **YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND REVISIONS TO THIS PRIVACY POLICY**

By using the Application, you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Application. SAGE reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. We urge you to review this Privacy Policy frequently for changes. Your continued use of the Application means that you accept those changes.

## **SPECIAL NOTICE TO CALIFORNIA RESIDENTS**

Under California Law SB 27, California residents have the right to receive, once a year, information about third parties with whom we have shared information about you for their marketing purposes during the previous calendar year, and a description of the categories of personal information shared. To make such a request, please send an email to TouchofSAGE@sagedining.com and please include the phrase “California Privacy Request” in the subject line, and provide us with your name, address and email address. We will respond to you within thirty days of receiving such a request.

## **QUESTIONS OR COMMENTS**

SAGE welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to Christina Rodriguez, General Counsel, who oversees SAGE’s compliance with privacy requirements at:

SAGE House  
1402 York Road  
Lutherville, MD 21093

TouchofSAGE@sagedining.com

## **NOTIFICATION OF MATERIAL CHANGES TO THIS PRIVACY POLICY**

This section identifies material changes to this Privacy Policy since the Effective Date.

(None at present.)