

PRIVACY POLICY

Lite N' Fresh., hereinafter referred to as "**Lite N' Fresh**" is committed to respecting the privacy of our users and protecting your information. We strive to prevent unauthorized access or disclosure of information provided to us. This Privacy Policy describes our policies and practices with respect to your personal information.

By visiting www.litenfresh.net (the "Website"), you consent to the practices described in this Privacy Policy.

PERSONALLY IDENTIFIABLE INFORMATION

When you make a purchase, create an account, register for our electronic mailing list, or communicate with customer care, we ask that you provide us with certain personal information, which may include the following: first and last name, birthdate, gender, email address, telephone number, postal address, and credit card payment information ("Personally Identifiable Information"). You also have the option of creating an account by logging in through your Facebook account, which provides us with Personally Identifiable Information about you, including full name and email. To make changes to this information, see the section below titled "Process for Changing Your Information."

While we strive to use commercially acceptable means to protect your Personally Identifiable Information, we cannot ensure or warrant the security of any information you transmit to us or receive from us. You can help protect your information by creating a strong password to access your online account and by accessing your account only through a personal computer or device, as opposed to public computers or means.

Before entering any credit card or payment information, you should look for a closed lock icon at the bottom of your web browser, or confirm that the webpage address begins with "https." At no time will a representative of **Lite N' Fresh** ask for sensitive credit card payment information via email. When placing an order, you can delete your credit card details on your account by unchecking the box "keep this card on file" on the payment page. By doing this, your credit card information will not be saved on your profile the next time you log on to your account.

Our website is not intended for children under 13 years of age and we do not knowingly collect any Personally Identifiable Information from children under 13.

If you provide us with your Personally Identifiable Information, you will be deemed to have consented to the collection, use and disclosure of such information as described in this Privacy Policy.

COOKIES AND OTHER TRACKING DEVICES

Like many other commercial websites, the Website utilizes a standard technology called cookies. Cookies are small strings of text that websites can send to your browser. They cannot retrieve any other data from your hard drive, or obtain your email address. Cookies help a website determine that a particular browser or user has previously visited the site. As a result, the cookie helps the site save and remember any preferences that may have been set while the user was browsing the site. We gather and store cookies for users who browse or use the Website. Using cookies on our Website provides benefits to you, such as allowing you to maintain your account login information between visits. We may use third parties to serve our advertisements on other websites and in serving our advertisements, these companies may also use cookies and other tracking devices to collect certain information about your visits to other websites. The use of cookies and other tracking devices allows us to measure site activity and to provide a better user experience.

Most browsers can be set to prevent the use of cookies, to accept all cookies, to notify you when a cookie is sent, or to reject all cookies. It may not be possible to utilize certain features of the Website if you reject cookies. Please refer to your browser Help instructions to learn more about cookies and how to manage their use.

INTERNET TRACKING

We may partner with third-party service providers to serve you personalized ads regarding goods or services that may be of interest to you, based on your computer's browsing activity over time and across different websites. This allows us to better customize your experience on our Website and to tailor suggestions and advertisements. These third party advertising companies do not collect Personally Identifying Information in this process, and we do not give any personal information to them as part of this process. Our third party advertising provider respects Do Not Track (DNT) requests for tailored ads; however, this Website does not currently support certain browser settings or otherwise respond to DNT requests. You can find out more information about opting-out of interest-based advertising at: <http://www.networkadvertising.org> and <http://www.networkadvertising.org/choices>

HOW Lite N' Fresh USES INFORMATION

We may use your Personally Identifiable Information for a variety of purposes, including processing orders, addressing customer service questions and concerns, informing you of new products and services, protecting our rights and property and those of our customers, responding to legal process and emergencies, and to customize or personalize your experience with our Website.

If you do not wish to be part of the **Lite N' Fresh** mailing list, you may opt out of receiving our marketing materials when you create your account by unchecking on the "join our mailing list" box or you can unsubscribe through our emails by clicking on the "manage my subscription" link provided at the bottom of an email from us. We may still contact you for non-marketing purposes such as to communicate with you regarding a purchase order or billing inquiry.

We may use and provide to third party service providers comprehensive aggregate anonymous or personal information for various purposes, such as market analysis, traffic patterns, volume usage and related website information. We do not link Personally Identifiable Information with aggregated user data.

INFORMATION WE SHARE

We do not sell, license or otherwise disclose any of your Personally Identifiable Information to third parties for their direct marketing purposes without your affirmative consent to such disclosure.

We may share your information with third parties who perform services on our behalf, such as for purposes of shipping or processing payments. We may share limited personal information with third parties to assist with identity verification, and to prevent fraud and identity theft. For example, we use a third party credit card merchant processor to process payments to help safeguard customer information and combat fraud. For customer convenience, we provide the option to safely store credit card details on your account, making it quicker and simpler to shop. Your full card details will never be displayed and you may opt out of this service at any time. See the section below titled "Process for Changing Your Information" for more details.

We may use or disclose your personal information or communications to do things such as: comply with the law or respond to lawful requests or legal process; protect the rights or property of us, our agents, members, customers and others including to enforce our agreements, policies and terms of use; respond to emergencies; initiate, render, bill and

collect for products and services; facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government requirement.

Such information may also be used or transferred as a business asset as part of any merger, acquisition, or sale of company assets, or in the unlikely event of insolvency, bankruptcy or receivership.

We may share non-identifiable information or information aggregated in a form that does not directly identify you for purposes such as conducting market or traffic flow analysis, and to produce or facilitate production by others of business and marketing reports to share with third parties.

PROCESS FOR CHANGING YOUR INFORMATION

When you create an account with us, you have an email address and password that links to your profile. When you sign in to your account you can change any of your Personally Identifiable Information by signing in and editing the details of your profile.

Accounts created with Facebook login have similar options to edit personal information such as birth date, gender, billing and shipping address, and email subscription. Wall posts and sharing are privacy options that can be edited through your Facebook privacy settings.

For questions regarding our Privacy Policy, please contact our customer care via email at contact@litenfresh.com

CALIFORNIA RESIDENTS – YOUR CALIFORNIA PRIVACY RIGHTS

California residents may request from us certain information concerning the types of Personally Identifiable Information that we may have shared with third parties for their direct marketing purposes. The information, which we will provide free of charge once per calendar year upon request, includes a list of the types of Personally Identifiable Information that we have provided to third parties for their direct marketing purposes and the names and addresses of all third parties, which we have shared such information during the past calendar year. To exercise your rights, please send us a written request via email at contact@litenfresh.com.

EFFECTIVE DATE AND UPDATES TO THIS POLICY

The effective date of this Privacy Policy is October 22nd, 2019. We may update the Privacy Policy at any time in our sole discretion. When the policy is updated, the updated policy will be made available on the Website for your convenience.

This Privacy Policy applies only to information collected by us. Our Website may contain links to other websites that are not owned or controlled by us. We are not responsible for the privacy practices of any other websites. We encourage you to be aware when you leave our Website and to read the privacy policies of other websites that collect your personal information.