

PRIVACY POLICY

Last Updated: **February 10, 2025**

Coopers Scoopers, LLC (“we,” “our” or “us”) values and respects your privacy. This Privacy Policy describes the type of information we collect and how we collect, use, and share your information and the choices you may have on our use of your personal information. By using this website or our services, you consent to this Privacy Policy.

This Privacy Policy may be supplemented by other privacy statements, terms, or notices provided to you. If you conduct business with one of our franchisees, the franchisee may have their own privacy policy.

Information We Collect:

In the 12 months prior to the “last updated” date of this notice, we have collected the following categories of personal information and have shared the following categories of personal information with the following categories of third parties for cross-contextual behavioral advertising and business purposes¹:

Category and Examples of Information We collect	Categories of Third Parties and Business Purpose for Disclosure	Categories of Third Parties and Purposes of Sale/Sharing
<p>Identifiers:</p> <p>Your name, alias, postal address, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Our parent company and affiliates, including companies affiliated with our family of brands, including franchisees of our affiliated brands (“Loyalty Brands”) to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

¹ "Cross-context behavioral advertising" means advertising that is targeted to you based on personal information obtained from your activity across businesses, distinctly branded internet websites, applications, or services.

Category and Examples of Information We collect	Categories of Third Parties and Business Purpose for Disclosure	Categories of Third Parties and Purposes of Sale/Sharing
<p>Personal Information:</p> <p>A name, signature, Social Security number, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information</p>	<p>Other Third parties approved by you</p> <p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools.</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>
<p>Legally protected classifications:</p> <p>Military or Veteran Status</p>	<p>Loyalty Brands or Franchisees of ours to provide relevant services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers and marketing agencies</p>	<p>Loyalty Brands or Franchisees of ours for joint marketing</p>
<p>Commercial information:</p> <p>Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools.</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

Category and Examples of Information We collect	Categories of Third Parties and Business Purpose for Disclosure	Categories of Third Parties and Purposes of Sale/Sharing
	<p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	
<p>Internet or other electronic network activity information:</p> <p>Browsing history, search history, information on a consumer's interaction with an internet website, application, or advertisement, your computer and mobile device information</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>
<p>Geolocation data:</p> <p>Data about the location of your device</p>	<p>Franchisees to deliver our products or services to you</p> <p>Loyalty Brands to provide relevant offers</p> <p>Service providers we use to help us run our business or improve our services, such as IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

Category and Examples of Information We collect	Categories of Third Parties and Business Purpose for Disclosure	Categories of Third Parties and Purposes of Sale/Sharing
	<p>help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	
<p>Audio, electronic, visual, or similar information or recordings:</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>
<p>Professional or employment-related information:</p> <p>Current or past job history</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

Category and Examples of Information We collect	Categories of Third Parties and Business Purpose for Disclosure	Categories of Third Parties and Purposes of Sale/Sharing
	<p>security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	
<p>Inferences drawn from other personal information:</p> <p>Preferences, interests, and other characteristics related to consumer trends</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>
<p>Sensitive personal information:</p> <p>Social security, driver's license, state identification card, or passport number; precise geolocation; the contents of mail, email, and text messages unless the business is the intended recipient of the communication</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

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	<p>security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	
<p>Pet Information:</p> <p>Pet names; species; breeds; gender; pet dates of birth and sex; weight, veterinary name, vaccines, health issues, pet photos that you upload, send to, or share with us; microchip information</p>	<p>Our Franchisees to deliver our products or services to you and marketing purposes</p> <p>Loyalty Brands to provide relevant offers and services</p> <p>Service providers we use to help us run our business or improve our services, such as background check providers, IT services, payment processors, marketing agencies, website hosts, analytic tools</p> <p>Legal authorities and consultants to help prevent fraud, maintain security, comply with applicable laws, and enforce our agreements</p> <p>Other Third parties approved by you</p>	<p>Loyalty Brands for joint marketing</p> <p>Franchisees of ours for joint marketing</p> <p>Other Third parties approved by you</p>

How Your Information is Collected:

We collect your personal information from the following sources:

- You- We collect information from you in person, by telephone, text or email, and through our websites when you visit our website, submit an inquiry, schedule services, request information about our services or owning a franchise, sign up for updates or contact customer service.
- Franchisees- We collect information about you from our franchisees when you sign up for services.
- Loyalty Brands- We collect information about you from Loyalty Brands when you express an interest in our services or owning a franchise.
- Third Parties- We may collect information about you from marketing and advertising providers, advertising networks, data analytics providers, social media networks, franchise and business brokers, other third parties with your consent, and from third parties to verify information you provide to us.
- Automated means- We collect information from you through your computer, mobile device, or other technology, such as when you visit our websites or click on advertisements

or links in emails you receive from us and from automated monitoring of our websites and other technical systems, such as our computer networks and connections, email and instant messaging systems.

- Cookies and other digital devices- We use cookies, tags, web beacons and other third-party tools and technologies to collect information about you, your preferences, behavior, and activities.

Why We Collect Your Information:

We collect and use your personal information for the following business purposes:

- Respond to your requests, inquiries, comments, and concerns.
- Short-term, transient use, such as non-personalized advertising shown as part of your current interaction with us.
- Perform our services or take steps at your request, including providing information, customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, processing franchise applications, providing financing, notify you about changes, updates, offers, and announcements, or providing a similar service on behalf of the business or service provider.
- Providing advertising and marketing services including targeted advertising.
- Undertaking activities to verify or maintain the quality, safety, and security of our services and to improve, upgrade, or enhance the services.
- Operational reasons, such as improving efficiency, training, quality control, and fraud prevention.
- To comply with our legal and regulatory obligations, resolve disputes, and enforce our agreements.

Use or Disclosure of Sensitive Personal Information:

We do not use or disclose your sensitive personal information for purposes other than those listed below:

- The use that is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services.
- To prevent, detect, and investigate security incidents that compromise the availability, authenticity, integrity, or confidentiality of stored or transmitted personal information.
- To resist malicious, deceptive, fraudulent, or illegal actions directed at the business and to prosecute those responsible for those actions.
- To ensure the physical safety of natural persons.
- For short-term, transient use, including, but not limited to, non-personalized advertising shown as part of a consumer's current interaction with the business, provided that the personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.
- To verify or maintain the quality or safety of a product, service, or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured by, manufactured for, or controlled by the business.
- To collect or process sensitive personal information where the collection or processing is not for the purpose of inferring characteristics about a consumer.

How We Protect Your Information

We implement commercially reasonable security measures to protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of your personal information.

We use Secure Socket Layer “SSL” protocol, which ensures secure communication between your browser and the site by encrypting personal data. You can verify that the SSL is active by checking for the “https” at the beginning of the website URL, along with the padlock icon in the browser’s address bar.

Typically, we retain your personal information for as long as necessary to provide the Services and fulfill the transactions you have requested, or for other essential purposes such as complying with our legal obligations, maintaining business and financial records, resolving disputes, maintaining security, detecting and preventing fraud and abuse, and enforcing our agreements. This may sometimes include keeping your personal information indefinitely, even after you are no longer a customer.

Credit card transactions are managed by third-party processing agents. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, there are security and privacy limitations inherent to the Internet which are beyond our control and the security, integrity, and privacy of information and data exchanged between you and us through the Internet cannot be guaranteed.

Your Privacy Rights:

Data privacy laws may afford you certain rights with respect to your personal information. Subject to certain limitations, your state may have the following rights:

Right to Know what personal information the business has collected about you, including:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- The business or commercial purpose for collecting or selling personal information.
- The categories of third parties with whom we share personal information.
- The specific pieces of personal information we have collected about you.

Right to Delete personal information that we have collected from you with certain exceptions, including where the information is necessary to complete our transaction with you. Subject to the exceptions below, on receipt of a verifiable request from you, where required by laws we will:

- Delete your personal information from our records;
- Direct any service providers or contractors to delete your personal information from their records; and
- Direct third parties to whom the business has sold or shared your personal information to delete your personal information unless this proves impossible or involves disproportionate effort.

Please note that we may not delete your personal information if it is reasonably necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or to perform a contract between you and us.
- Help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes.
- Debug to find and repair errors that impair existing intended functionality.
- Exercise a right provided for by law.
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us.
- Comply with an existing legal obligation.
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

Right to correct inaccurate personal information that we maintain about you. Upon receipt of a verifiable request from you, we will use commercially reasonable efforts to correct the inaccurate personal information.

Right to opt-out of the sale or sharing of your personal information for targeted or cross-contextual behavioral advertising, or to opt-out of profiling performed in furtherance of decisions that produce legal or similarly significant effects.

Right to limit the use or disclosure of your sensitive personal information for reasons other than those in this Privacy Policy under the heading “Use or Disclosure of Sensitive Personal Information.”

Right not to receive discriminatory treatment for exercising any of these rights. This means we cannot, among other things:

- Deny goods or services to you;
- Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
- Provide a different level or quality of goods or services to you; or
- Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

Please note that we may charge a different price or rate or provide a different level or quality of goods and services to you, if that difference is reasonably related to the value provided to our business by your personal information. We may also offer loyalty, rewards, premium features, discounts, or club card programs consistent with these rights or payments as compensation, for the collection of personal information, the sale of personal information, or the retention of personal information.

California’s Shine the Light Law

California residents who provide personal information (as defined in the statute) to obtain products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses

for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediate prior calendar year (e.g., requests made in the current year will receive information about the prior year). To obtain this information please write to us at hello@cooperscoopers.com or at Coopers Scooper's LLC, 780 Lynnhaven Pkwy, Suite 240, Virginia Beach, VA 23452. Please include your full name, email, and mailing address.

How to Exercise Your Privacy Rights:

You can submit a request to exercise your rights to access, correct, or delete your personal information by sending an email that identifies the right you want to exercise and the information to which your request relates to hello@cooperscoopers.com and providing us with your name, address, phone number and email.

We do not charge a fee to process or respond to your request unless it is excessive, repetitive, or manifestly unfounded. You may make two requests within any 12-month period. If we decide that the request calls for a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Verification of Your Identify

We will need enough information to identify you including your name, address, phone number, and email. Our verification process may also include providing proof of your identity and address and asking you to answer a few questions about yourself to help us verify your identity. We are not obligated to make a data access or data portability disclosure if we cannot verify that the person making the request is the person about whom we collected information or is someone authorized to act on such person's behalf. Any personal information we collect from you to verify your identity in connection with your request will be used solely for the purposes of verification.

Authorized Agent Request

If you are an authorized agent, then you will be required to submit your contact information and complete a certification form as well as provide information about the consumer for whom you are making a request. You may also make a request to know or delete on behalf of your child (children are not allowed to use our website).

Response Timing and Appeal

We will respond without undue delay, but within 45 days of receipt of your request, unless a response is required sooner by your state's law. Depending on factors such as the type and complexity of the request, we may extend the time for response one time and allow for an additional 45 days, as long as we let you know within the original 45 days.

If we decline to act on your request, we will let you know without undue delay, but within 45 days of receipt of the notice and provide information on our appeal process, if an appeal process is available to you.

Opt out of Sale or Sharing of Personal Information:

We process personal data for the purposes of targeted advertising. You have the right to opt out of that sale or processing.

To opt-out of the sale or sharing of your personal information for purposes of cross-contextual behavioral advertising or targeted advertising, send an email requesting to opt-out to hello@coopersscoopers.com and provide us with your name, address, phone number and email.

Linking to Other Internet Sites:

Our website or an email message from us may have links to other sites that are not operated by us. If you click on a link to a third-party site, it may have privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital platforms. We have no control over and assume no responsibility for the content, privacy policies or practices of any Third-Party Sites or services.

Children's Privacy:

Our Services are not directed to anyone under the age of 18. We do not knowingly collect, sell, or share personal information from anyone under the age of 16.

If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us. If we become aware that we have collected personal information from children without verification of parental consent, we take steps to remove that information from our servers.

Mergers & Acquisitions:

If we go through a business transition, such as a merger, acquisition, liquidation, or sale of all or a portion of our assets, all categories of information will, in most instances, be part of the assets transferred, or may be disclosed (subject to confidentiality restrictions) during the due diligence process. If such a transfer occurs, the acquiring company's use of your personal information will still be subject to this Privacy Policy and the acquiring company will let you know if the use of your information materially changes.

Changes to the Privacy Policy:

We reserve the right to change the Privacy Policy anytime for any reason. Any changes will be posted on this page with an updated revision date at the top of this page. Where changes are material, we may also contact you via email or post a notice on the homepage to inform you of such changes. You are responsible for periodically visiting our website and this Privacy Policy to check for any changes.

Your continued use after we make changes is considered an acceptance of those changes, so please remember to check the policy for updates.

Contact Us:

For any questions or concerns about our Privacy Policy and information practices, please contact us at hello@coopersscoopers.com.