

# EcoCrunch Privacy Policy

Effective Date: 2020 August 24

## What This Policy Covers

This Privacy Policy applies to information that we collect about you when you use:

- Our website (HumanHerbivores.com);
- Our mobile application (HumanHerbivores progressive web app ("PWA", "app") for Android, iOS, and Windows); and
- Any other EcoCrunch products, services, and features that are available on or through our website and app.

This Privacy Policy also applies to information we collect when you apply for a job at EcoCrunch. Throughout this Privacy Policy we'll refer to our website, mobile application, and other products and services collectively as "Services." Below we explain how we collect, use, and share information about you, along with the choices that you have with respect to that information.

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## Information We Collect

We only collect information about you if we have a reason to do so — for example, to provide our Services, to communicate with you, or to make our Services better. We collect this information from three sources: if and when you provide information to us, automatically through operating our Services, and from outside sources. Let's go over the information that we collect.

## ***Information You Provide to Us***

It's probably no surprise that we collect information that you provide to us directly. Here are some examples:

- **Basic account information:** We ask for basic information from you in order to set up your account. For example, we require individuals who sign up for a HumanHerbivores.com account to provide an email address and password, along with a username, first name, and last name — and that's it. You may provide us with more information — like your resident country and other information you want to share — but we don't require that information to create a HumanHerbivores.com account.
- **Public profile information:** If you have an account with us, we collect the information that you provide for your public profile. For example, if you have a HumanHerbivores.com account, your username is part of that public profile, along with any other information you put into your public profile. Your public profile information is just that — public — so please keep that in mind when deciding what information you would like to include.
- **Content information:** You might provide us with information about yourself in our estimators (for example, your diet type, Calories per day, and/or favorite products) and FAQs page (for example, by liking an answer)). This information can be extrapolated to provide us with more information (for example, estimate results and accumulated estimate stats).
- **Communications with us (hi there!):** You may also provide us with information when you respond to surveys or communicate with our support team. When you communicate with us via form, email, phone, HumanHerbivores.com comment, or otherwise, we may store a copy of our communications (including any call recordings as permitted by applicable law).
- **Job applicant information:** If you apply for a job with us — awesome! You may provide us with information like your name, contact information, resume or CV, and work authorization verification as part of the application process.

## ***Information We Collect Automatically***

We also collect some information automatically:

- **Log information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, including the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information. We collect log information when you use our Services — for example, when you create or delete a general estimate on HumanHerbivores.com.
- **Usage information:** We collect information about your usage of our Services. For example, we collect information about the actions that site administrators and users perform on a site using our HumanHerbivores.com services — in other words, who did what and when (e.g., [HumanHerbivores.com username] deleted "[meal estimate]" at [time/date]). We also collect information about what happens when you use our Services (for example, page views and page view duration) along with information about your device (for example., screen size, name

of cellular network, and mobile device manufacturer). We use this information to, for example, provide our Services to you, get insights on how people use our Services so we can make our Services better, and understand and make predictions about user retention.

- Location information: We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions. We may also collect information about your precise location via our mobile apps if you allow us to do so through your mobile device operating system's permissions.
- Information from cookies & other technologies: A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. EcoCrunch may use cookies and other technologies like pixel tags to help us identify and track visitors, usage, and access preferences for our Services, as well as track and understand email campaign effectiveness and to deliver targeted ads.***Information We Collect from Other Sources***

We may also get information about you from other sources. For example, if you create or log in to your HumanHerbivores.com account through another service (like Twitter), we'll receive information from that service (for example, your username and basic profile information) via the authorization procedures for that service. The information we receive depends on which services you use or authorize and what options are available. Third-party services may also give us information, like mailing addresses for individuals who are not yet our users (but we hope will be!). We use this information for marketing purposes like postcards and other mailers advertising our Services.

## **How and Why We Use Information**

### ***Purposes for Using Information***

We use information about you for the purposes listed below:

- To provide our Services. For example, to set up and maintain your account, estimate your environmental impact, provide customer service, and verify user information.
- To ensure quality, maintain safety, and improve our Services. For example, by providing automatic upgrades and new versions of our Services. Or, for example, by monitoring and analyzing how users interact with our Services so we can create new features that we think our users will enjoy and that will help make our Services easier to use.
- To research eating habits. For example, user data provided in general estimate forms can provide insight into the percentage of the population that is vegan, vegetarian, omnivorous, etc.
- To place and manage ads in our advertising program. For example, user ages can help us decide which ads to place on our site and app.
- To market our Services and measure, gauge, and improve the effectiveness of our marketing. For example, by targeting our marketing messages to groups of our users (like those who have been users for a certain length of time), advertising our Services, analyzing the results of our

marketing campaigns (like how many people visited our site or app after receiving a marketing message), and understanding and forecasting user retention.

- To protect our Services, our users, and the public. For example, by detecting security incidents; detecting and protecting against malicious, deceptive, fraudulent, or illegal activity; fighting spam; complying with our legal obligations; and protecting the rights and property of EcoCrunch and others, which may result in us, for example, declining a transaction or terminating Services.
- To fix problems with our Services. For example, by monitoring, debugging, repairing, and preventing issues.
- To customize the user experience. For example, to personalize your experience by serving you relevant notifications and advertisements for our Services.
- To communicate with you. For example, by emailing you to ask for your feedback, share tips for getting the most out of our products, or keep you up to date on EcoCrunch. If you don't want to hear from us, you can opt-out of marketing communications at any time. You are opted-out of marketing communications by default. (If you opt-out, we'll still send you important updates relating to your account.)
- To recruit and hire new EcoCrunchers. For example, by evaluating job applicants and communicating with them.

### ***Legal Bases for Collecting and Using Information***

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws, which is that our use of your information is based on the grounds that: (1) The use is necessary in order to fulfill our commitments to you under the applicable terms of service or other agreements with you or is necessary to administer your account — for example, in order to enable access to our website on your device; or (2) The use is necessary for compliance with a legal obligation; or (3) The use is necessary in order to protect your vital interests or those of another person; or (4) We have a legitimate interest in using your information — for example, to provide and update our Services; to improve our Services so that we can offer you an even better user experience; to safeguard our Services; to communicate with you; to measure, gauge, and improve the effectiveness of our advertising; and to understand our user retention and attrition; to monitor and prevent any problems with our Services; and to personalize your experience; or (5) You have given us your consent — for example before we place certain cookies on your device and access and analyze them later on.

## **Sharing Information**

### ***How We Share Information***

We share information about you in certain circumstances, and with appropriate safeguards on your privacy. These are spelled out below, as well as in the section called Ads and Analytics Services Provided by Others:

- Subsidiaries and independent contractors: We may disclose information about you to our subsidiaries and independent contractors who need the information to help us provide our Services or process the information on our behalf. We require our subsidiaries and independent contractors to follow this Privacy Policy for any personal information that we share with them.
- Third-party educational and/or not-for-profit institutions: We may share de-identified information about you with third-party educational and/or not-for-profit institutions that might include your information in, for example, research studies and articles.
- Third-party vendor sharing: We may share information about you with third-party vendors who need the information in order to provide their services to us, or to provide their services to you. This includes vendors that help us provide our Services to you (like cloud storage services, email delivery services that help us stay in touch with you, customer chat and email support services that help us communicate with you, registrars, registries, and data escrow services that allow us to provide domain registration services); those that assist us with our marketing efforts (for example, by providing tools for identifying a specific marketing target group or improving our marketing campaigns, and by placing ads to market our services); those that help us understand and enhance our Services (like analytics providers); those that make tools to help us run our operations (like programs that help us with task management, scheduling, word processing, email and other communications, and collaboration among our teams); and other third-party tools that help us manage operations. Under a new California law, the California Consumer Privacy Act ("CCPA"), some personalized advertising you see online and on our services might be considered a "sale" even though we don't share information that identifies you personally, like your name or email address, as part of our advertising program. We require vendors to agree to privacy commitments in order to share information with them.
- Third-party vendor selling: We currently do not sell our users' personally identifiable information (specifically, first and last name, email address, and username) to third parties. If this part of our policy changes in the future, you will be notified via the primary email we have for you on-file, and/or on our website and app. Any user account that was created before such a policy change, will be opted-out by default. We do not consider, for example, your age, gender, and resident country to be personally identifiable information. Therefore, this non-personally identifiable information, as well as other non-identifiable user information (for example, diet habits) may be sold to third parties with your consent. By default, we operate as if you have NOT given us consent (in other words, you are opted-OUT by default).
- Legal and regulatory requirements: We may disclose information about you in response to a subpoena, court order, or other governmental request.
- To protect rights, property, and others: We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of EcoCrunch, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we may disclose information related to the emergency without delay.
- Business transfers: In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that EcoCrunch goes out of business or enters bankruptcy, user information would likely be one of the assets that is

transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.

- With your consent: We may share and disclose information with your consent or at your direction. For example, we may share your information with third parties when you authorize us to do so, like if you connect your account to a social media service.
- Aggregated or de-identified information: We may share information that has been aggregated or de-identified, so that it can no longer reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services, or share a hashed version of your email address to facilitate customized ad campaigns on other platforms.
- Published support requests: If you send us a request for assistance (for example, via a support email or one of our other feedback mechanisms), we reserve the right to publish that request in order to clarify or respond to your request, or to help us support other users.

### ***Information Shared Publicly***

Information that you choose to make public is — you guessed it — disclosed publicly. That means information like your public profile, posts, other content that you make public through our Services, and your "Likes" and comments on other websites are visible to others. Public information may also be indexed by search engines or used by third parties. Please keep all of this in mind when deciding what you would like to share publicly.

## **How Long We Keep Information**

We generally discard information about you when it's no longer needed for the purposes for which we collect and use it — described in the section above on How and Why We Use Information — and we're not legally required to keep it. For example, we keep the web server logs that record information about a visitor to one of EcoCrunch's websites, like the visitor's IP address, browser type, and operating system, for approximately 30 days. We retain the logs for this period of time in order to, among other things, analyze traffic to EcoCrunch's websites and investigate issues if something goes wrong on one of our websites. Additionally, if you delete, for example, a general estimate from your account, the deleted content may remain on our backups and caches until purged.

## **Security**

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so (for example, not allowing the use of basic passwords and implementing HTTPS encryption on all of our webpages). We monitor our Services for potential vulnerabilities and attacks.

## **Choices**

You have several choices available when it comes to information about you:



- Limit the information that you provide: If you have an account with us, you can choose not to provide the optional account information.
- Opt-out of marketing/promotional communications: You may opt-out of receiving marketing/promotional communications from us. Just follow the instructions in those communications, change the relevant account settings, or let us know. If you opt-out of these communications, we may still send you other communications, like those about your account and legal notices. By default, you are opted-out.
- Opt-out of the selling of your personal information: You may opt-out of the selling of your personal information to third-parties by changing the relevant account settings or contacting us. By default, you are opted-out.
- Set your browser to reject cookies: At this time, EcoCrunch does not respond to "do not track" signals across all of our Services. However, you can usually choose to set your browser to remove or reject browser cookies before using EcoCrunch's websites, with the drawback that certain features of EcoCrunch's websites may not function properly without the aid of cookies.
- Close your account: While we'd be very sad to see you go, you can close your account if you no longer want to use our Services. This can be done in your account settings or by contacting us. Please keep in mind that we may continue to retain your information after closing your account, as described in How Long We Keep Information above — for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests.

## Your Rights

If you are located in certain parts of the world, including California and countries that fall under the scope of the European General Data Protection Regulation (aka the "GDPR"), you may have certain rights regarding your personal information, like the right to request access to or deletion of your data.

### ***European General Data Protection Regulation (GDPR)***

If you are located in a country that falls under the scope of the GDPR, data protection laws give you certain rights with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

- Request access to your personal data;
- Request correction or deletion of your personal data;
- Object to our use and processing of your personal data;
- Request that we limit our use and processing of your personal data; and
- Request portability of your personal data.

You also have the right to make a complaint to a government supervisory authority.

## ***California Consumer Privacy Act (CCPA)***

The California Consumer Privacy Act ("CCPA") requires us to provide California residents with some additional information about the categories of personal information we collect and share, where we get that personal information, and how and why we use it. The CCPA also requires us to provide a list of the "categories" of personal information we collect, as that term is defined in the law, so, here it is. In the last 12 months, we collected the following categories of personal information from California residents, depending on the Services used:

- Identifiers (like your name, contact information, and device and online identifiers);
- Characteristics protected by law (for example, in creating your account you might provide your gender in the optional section);
- Internet or other electronic network activity information (such as your usage of our Services, like the pages you view);
- Geolocation data (such as your location based on your IP address);
- Professional or employment-related information (for example, information you provide in a job application); and
- Inferences we make (such as likelihood of retention or attrition).

You can find more information about what we collect in the Information We Collect section above. We collect personal information for the business and commercial purposes described in the How and Why We Use Information section. And we share this information with the categories of third parties described in the Sharing Information section. If you are a California resident, you have additional rights under the CCPA, subject to any exemptions provided by the law, including the right to:

- Request to know the categories of personal information we collect, the categories of business or commercial purpose for collecting and using it, the categories of sources from which the information came, the categories of third parties we share it with, and the specific pieces of information we collect about you;
- Request deletion of personal information we collect or maintain;
- Opt-out of any sale of personal information; and
- Not receive discriminatory treatment for exercising your rights under the CCPA.

## ***The CCPA & Personalized Advertising in Our Ads Program***

Our Services rely on the revenue that is generated by showing ads on our site and app. As part of our advertising program, we may use cookies to share certain device identifiers and information about your browsing activities with our advertising partners, and those advertising partners may use that information to show you personalized ads on our Services. The personal information we share may include protected characteristics (for example, age and gender); internet or other network or device activity (such as cookie information, other device identifiers, and IP address); and geolocation data (approximate location information from your IP address). These disclosures may be considered a "sale" of information under the CCPA. We do not sell (or share) information through our ads program



that identifies you personally, like your name or contact information. You may opt-out of these disclosures by changing the relevant account settings or contacting us.

### ***Contacting Us About These Rights***

You can usually access, correct, or delete your personal data using your account settings and tools that we offer, but if you aren't able to or you'd like to contact us about one of the other rights, scroll down to "How to Reach Us" to, well, find out how to reach us. When you contact us about one of your rights under this section, we'll need to verify that you are the right person before we disclose or delete anything. For example, if you are a user, we will need you to contact us from the email address associated with your account. You can also designate an authorized agent to make a request on your behalf by giving us written authorization. We may still require you to verify your identity with us.

## **Controllers and Responsible Companies**

EcoCrunch is the controller of personal information, which means that they are the company responsible for processing that information.

## **How to Reach Us**

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the Your Rights section above, please contact us through our [Contact form](#) or via email at [legal@humanherbivores.com](mailto:legal@humanherbivores.com).

## **Other Things You Should Know (Keep Reading!)**

### ***Transferring Information***

Because EcoCrunch's Services are offered worldwide, the information about you that we process when you use the Services in the EU may be used, stored, and/or accessed by individuals operating outside the European Economic Area (EEA) who work for us, other members of our group of companies, or third-party data processors. This is required for the purposes listed in the How and Why We Use Information section above. When providing information about you to entities outside the EEA, we will take appropriate measures to ensure that the recipient protects your personal information adequately in accordance with this Privacy Policy as required by applicable law. These measures include:

- In the case of US based entities, entering into European Commission approved standard contractual arrangements with them, or ensuring they have signed up to the [EU-US Privacy Shield](#); or
- In the case of entities based in other countries outside the EEA, entering into European Commission approved standard contractual arrangements with them.

You can ask us for more information about the steps we take to protect your personal information when transferring it from the EU.

### ***Ads and Analytics Services Provided by Others***

Ads appearing on any of our Services may be delivered by advertising networks. Other parties may also provide analytics services via our Services. These ad networks and analytics providers may set tracking technologies (like cookies) to collect information about your use of our Services and across other websites and online services. These technologies allow these third parties to recognize your device to compile information about you or others who use your device. This information allows us and other companies to, among other things, analyze and track usage, determine the popularity of certain content, and deliver ads that may be more targeted to your interests. Please note this Privacy Policy only covers the collection of information by EcoCrunch and does not cover the collection of information by any third-party advertisers or analytics providers.

### ***Third-Party Software and Services***

If you'd like to use third-party plugins or extensions, or other third-party software or services, please keep in mind that interacting with them may mean providing information about yourself to those third-parties. For example, some third-party services may request or require access to your data via a pixel or cookie. Please note that if you use the third-party service or grant access, your data will be handled in accordance with the third-party's privacy policy and practices. We don't own or control these third-parties, and they have their own rules about information collection, use, and sharing, which you should review before using the software or services.

## **Privacy Policy Changes**

Although most changes are likely to be minor, EcoCrunch may change its Privacy Policy from time to time. EcoCrunch encourages visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice (like adding a statement to our homepage or sending you a notification through email or your dashboard). Your further use of the Services after a change to our Privacy Policy will be subject to the updated policy.

## **Translation**

Our Privacy Policy was originally written in English (US). We may translate it into other languages. For example:

In the event of a conflict between a translated version of our Privacy Policy and the English version, the English version will control.

That's it! Thanks for reading.