

# Bunny LLC Privacy Policy

Revised: 06/01/2024

Your information privacy is important to us. We provide this Privacy Policy to explain how we collect, use, protect, and disclose information and data when you use the Bunny marketplace website (“**Platform**”) and any Bunny mobile application (“**App**”) and other services offered by Bunny, and any other time you interact with our Company (the Platform, App and other services, are collectively, the “**Services**”). This Privacy Policy also explains your choices for managing your information preferences, including opting out of certain uses of your Personal Information (defined below). This Privacy Policy applies to all users of the Services. The Services are provided by Bunny LLC (“**Company**” “**we**” “**our**” “**us**”).

BY USING THE SERVICES, YOU ARE CONSENTING TO THIS PRIVACY POLICY. PLEASE READ IT CAREFULLY.

## 1. Personal Information We Collect

We collect the following categories and types of “**Personal Information**”:

- **Contact Information:** your first and last name, mailing address, email address, and phone number;
- **Other identifying information:** IP address, social media user names, passwords and other security information for authentication and access;
- **Financial Information:** credit card, debit card and bank account information;
- **Geolocation data;**
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our Platform and Services and which elements of our Platform and Services you use the most;
- **Commercial information:** products purchased or viewed on our Platform;
- **Audio and visual information:** your videos and photos and any posts or comments about products; and
- **Inferences drawn from the categories described above** in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

## 2. How We Use Personal Information

We use your Personal Information for the following categories of use:

- **Transactional Purposes:** We use your contact information, financial information, and commercial information to:
  - Receive, process, confirm, and track your order, subscription or registration;
  - Communicate with you about your order, subscription or registration; and
  - Process any subscription or registration you make to one of our Services.
- **Analytical Purposes:** We use your other identifying information, internet activity and browsing history, commercial information, and geolocation data to analyze preferences, trends and statistics.

- **Marketing and Promotional Purposes:** We use your contact information, commercial information, internet or other electronic activity, geolocation data, and inferences to:
  - Inform you of our new products, services and offers; ○ Provide you with targeted advertising; and
  - Provide you with other information from and about our Company, including personalized marketing communications.
- **Maintenance and Improvement of the Platform and Services:** We use your contact information, commercial information, and internet activity and browsing history to:
  - Provide you with the Services, including to send you alerts about your account; ○ Handle your customer services requests; and ○ Help us diagnose technical and service problems and administer our Services.
- **Review and content creation purposes:** We use your contact information, commercial information, and audio and visual information to enable reviews of our products and to display content that you have created and allowed us to display on our Platform and Services and on social media and for marketing purposes.
- **Security and Fraud Prevention:** We use your contact information, other identifying information, commercial information, financial information, geolocation data, internet activity and browsing history, and inferences to protect the Platform and services, our Company, and others and to prevent fraud, theft and misconduct.

### 3. Sources of Personal Information

We collect Personal Information from the following sources:

- **We collect information directly from you.** We collect contact information directly from you. We also collect financial information from you.
- We collect information about you from third parties. We collect your Personal Information from third parties, such as social media sites. We may collect your Personal Information from Meta, in accordance with their terms of use and privacy policy.
- **We collect information from you passively.** We collect internet or other electronic activity passively using tools like browser cookies. This activity is further described in the Cookies and Advertising and Online Tracking sections below.

### 4. Categories of Third Parties We Share Personal Information With

#### *Service Providers*

From time to time, we may establish a business relationship with other businesses whom we believe trustworthy and who have confirmed that their privacy practices are consistent with ours (“**Service Providers**”). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, data storage and management, and marketing and promotions. We only provide our Service Providers with the information necessary for them to perform these services on our behalf. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the nature of the information involved, in order to protect your Personal Information from unauthorized access, use, or disclosure. Service Providers are prohibited from using Personal Information other than as specified by us.

### *Our Affiliates*

We may share Personal Information with businesses controlling, controlled by, or under common control with our Company.

### *Corporate Transactions*

If our Company is merged, acquired, or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information in connection with such transaction. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your Personal Information in a way that differs materially from this Privacy Policy.

### *Compliance with Laws and Law Enforcement*

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate in order to respond to legal requests (including court orders and subpoenas), to protect the safety, property, or rights of our company or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

## **5. Cookies**

We use cookies (a small text file placed on your computer to identify your computer and web browser) and may use anonymous identifiers (a random string of characters that is used for the same purposes as a cookie). We use cookies and other similar technologies to analyze use of and improve the Platform and Services and as described in the Advertising and Online Tracking Section of this Privacy Policy. Most web browsers are initially set up to accept cookies. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent, however, certain features of the Platform or Services may not work if you delete or disable cookies. Some of our Service Providers (defined below) may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf.

We use Google Analytics on the Platform and Services to analyze how users use the Platform and Services, and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

## **6. Advertising and Online Tracking**

We may allow third-party companies to serve ads and collect certain information when you visit the Platform and Services. These companies may use certain information (e.g. click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to the Platform and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie to collect this information. Our systems do not recognize browser "Do Not Track" signals, but several of our Service Providers who utilize these cookies on our Platform enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit [www.networkadvertising.org](http://www.networkadvertising.org) or [www.aboutads.info/choices/](http://www.aboutads.info/choices/). We also provide you with additional tools to opt out of marketing from us. You can learn about this in the "Managing Your Information Preferences" section of this Privacy Policy.

## **7. Managing Your Information Preferences**

You can review, correct, update, or change your Personal Information or opt out of receiving certain e-mails by changing the relevant settings in your account or by e-mailing us at [support@buywithbunny.com](mailto:support@buywithbunny.com). You can also opt out of receiving marketing e-mails from us by following the link provided at the bottom of all marketing e-mails you receive from us. You are able to opt out of receiving marketing e-mails from us, however, you cannot opt out of receiving all e-mails from us, such as e-mails about the status of your account. If you have questions or concerns regarding this Privacy Policy, please e-mail us at that same address.

## **8. Be Careful When You Share Information with Others**

Please be aware that whenever you share information on any public area of the Platform or Services, that information may be accessed by others. Please be aware that sharing your home or personal address to individual users is not advised due to security concerns and is at your own risk. In addition, please remember that when you share information in any other communications with users and with third parties, that information may be passed along or made public by others or retained by others. This means that anyone with access to such information can potentially use it for any purpose, including sending unsolicited communications.

## **9. Security**

We maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through the Platform or Services, we cannot and do not guarantee the security of any information you transmit on or through the Platform or Services, and you do so at your own risk.

## **10. Links**

Our Platform and Services may contain links to other websites or allow others to send you such links. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

## **11. Children's Privacy**

The Platform and Services are intended for users who are 18 years old or older. We do not knowingly collect Personal Information from children under the age of 13.

## **12. Processing in the United States**

Please be aware that your Personal Information and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, please be advised that we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location. By using the Platform or Services, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information and communications will be governed by the applicable laws in the United States.

**13. Notice to California Residents/Your California Privacy Rights**

To opt out of sharing your Personal Information with third parties for their direct marketing purposes, please e-mail us at [support@buywithbunny.com](mailto:support@buywithbunny.com) and clearly state your request, including your name, mailing address, e-mail address and phone number.

**14. Privacy Policy Changes**

We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Platform. Those changes will go into effect on the "Revised" date shown in the revised Privacy Policy. By continuing to use the Platform or Services, you are consenting to the revised Privacy Policy.

**15. Contact Us**

If you have any questions or concerns, you may contact us at [support@buywithbunny.com](mailto:support@buywithbunny.com)

**PLEASE PRINT A COPY OF THIS PRIVACY POLICY FOR YOUR RECORDS AND PLEASE CHECK THE PLATFORM FREQUENTLY FOR ANY CHANGES.**