



T H E
GOOD FOOD
I N S T I T U T E

Privacy Policy

Last updated December 2019

Thank you for your interest in The Good Food Institute, Inc. (“GFI,” “we,” or “us”). Your privacy is important to us and we are committed to protecting your data and your interactions with GFI. We are dedicated to providing a safe place to collaborate, educate, and join in our mission.

Please read below for details regarding how we use the information you provide to us. For users accessing this website from the European Union, this Privacy Policy also provides instructions on how to exercise your rights under the General Data Protection Regulation (“GDPR”).

This Privacy Policy describes our practices in connection with information that we collect (1) through activities that link to this Privacy Policy, including GFI websites, including any mobile websites, (2) through our official social media pages that we control, (3) through HTML-formatted email messages that we send to you, and (4) through other opportunities for you to provide us with your personal information. By providing personal information to us, you agree to the terms and conditions of this Privacy Policy.

Please note that this Policy applies only to websites and publications maintained by GFI and not to external sites or affiliated organizations and companies. Refer to the privacy policies of the respective organizations and companies for more information.

What is personal information, or personal data?

Personal information, or personal data, is information about an identifiable individual. It can include a name, email address, phone number, birthdate, or numerous other facts about a person.

How does GFI collect my information?

GFI may collect your information in a variety of ways. This includes the following: GFI may collect your information directly through submission forms on our webpages, in partnership with third parties, or passively through digital tools including cookies. We may also collect your information when you provide it to us via email, via our social media sites, or via an offline interaction. We may also receive your personal information from public databases or subscription services.

GFI obtains contact details and other personal information regarding media contacts and influencers from a variety of sources including Cision. If you wish to know more about how such information is collected and used, please refer to Cision's privacy notice at www.cision.com/us/legal/privacy-policy/.

For users visiting our webpage from the European Union, GFI relies on your consent as a lawful basis for collecting your information. Please follow the instructions contained in

this Privacy Policy to withdraw consent or to limit our ability to receive certain types of information through our digital tools or the tools of third parties.

Opportunities to submit information

There are various places on our websites and other publications (both online and print) where you are able to provide personal information, to receive information relevant to your interests and be updated about activity at GFI. These include, but are not necessarily limited to:

- e-newsletter sign-up forms,
- our talent database and entrepreneur forms,
- volunteer sign-up forms,
- event registration, and
- our job opportunities and internships page.

By submitting your contact information through such forms or through email communications, you consent to receiving emails from GFI relating to your interests. You also consent to receiving content from GFI regarding important developments related to our mission, volunteer opportunities, fundraising appeals, or similar topics.

Cookies

In addition to information that you submit, like most websites, GFI uses “cookies” to remember some details about visitors, such as their language preferences. Cookies are

used for the purposes of (1) facilitating and customizing your use of this website, (2) letting you access our content with ease, (3) personalizing our interactions with you, (4) performing ongoing analysis of our websites and services, so that we can improve them and suit them to your interests, and (5) recording your consent, when applicable. These cookies are sometimes tied to personally identifiable information, such as your name or your IP address. In addition, these cookies may let us obtain basic information, such as your general geographic location, the way that you reached our website, and your activity on our websites. GFI's websites may not honor "do not track" signals from visitors' web browsers unless honoring such requests is mandated by local law.

Third Parties

GFI works with third parties such as Facebook and Google. When you visit our websites through links in advertisements on these third parties' websites, we get information from them which helps guide our decisions regarding the effectiveness of certain content. GFI relies on information from these third parties to perform ongoing analysis and improve our websites and tailor our content to your interests.

How and why does GFI use personal information?

GFI may use your data, including personally identifying information, for a number of reasons and in a number of ways. These include:

- to send you updates and information about GFI and our programs, including events, activities, appeals, donation opportunities, and news;

- to keep a record of donations made, actions taken by our supporters, and our communications with supporters;
- to fulfill contractual obligations entered into with supporters;
- to make sure we don't send unwanted information to people who have told us they don't want to be contacted;
- for internal record keeping, to keep a record of your relationship with us;
- to improve our websites and campaigns;
- to measure interest in our various programs by collecting visitor behavior statistics, so as to better serve you and make our communications more effective;
- to respond to your questions, comments, requests, and other communications you make to us;
- to complete and fulfill your donation, for example, to process your payments and communicate with you regarding your donation;
- to evaluate candidates for jobs and internships;
- in each of the ways discussed in the "Cookies" section, above; and
- as we believe necessary or appropriate: (a) under applicable law, (b) to respond to requests from authorities, (c) to enforce and protect our legal and contractual rights, and (d) to protect our operations.

How can I stop providing this information?

If you don't want information collected through the use of cookies, there is a simple procedure in most browsers that lets you automatically decline cookies or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site. You can choose whether to accept cookies by changing the settings on your browser. In addition, you may receive a 'cookie consent banner

pop-up' when using our websites. If this occurs, you may decline to allow those cookies which collect personally identifiable information.

If you don't accept cookies, you may experience some inconvenience in your use of our online services. For example, we may not be able to recognize your computer, and your experience may not be customized.

Who is GFI's GDPR representative?

GFI's GDPR representative is The Good Food Institute Europe (Belgium) ASBL, Drève du Pressoir 38, 1190, Brussels, Belgium, also known as "GFI Europe (Belgium)." GFI Europe (Belgium) may be reached via email at GFIEuropeDataPrivacy@gfi.org.

Whenever this Privacy Policy mentions the email address "dataprivacy@gfi.org," those in the European Union or the European Economic Area, and those concerned with their rights under the GDPR, also have the option of contacting GFI Europe (Belgium), instead or in addition.

Who does GFI share personal information with?

GFI takes data protection seriously. There are a few instances when GFI may share information with other trusted entities. These include:

- Within the GFI family: There are, and will be, GFI affiliate entities in multiple countries. GFI shares data between its affiliate GFI entities. GFI Europe (Belgium) shares data with GFI pursuant to suitable safeguards, namely, the adoption of standard data security clauses. The wording of these clauses may be obtained by contacting GFIEuropeDataPrivacy@gfi.org or dataprivacy@gfi.org.

- Our service providers or suppliers: We sometimes need to share your information with service providers who help deliver our projects and fundraising activities. These “data processors” will only act under our instruction and are subject to contractual obligations to keep your data safe. We don’t allow these organizations to use your data for their own purposes or to disclose it to other third parties without our consent.
- Social media sites: We may also use your contact information to match to your social media account, to show you GFI content while you use social media services. We will only do this where you have consented to receiving marketing emails. In addition, we may use your contact information to link to social media sites, to identify other users of these sites whom we believe would be interested in GFI.
- Reorganization: Your data may be shared with another organization in the event that we undergo a reorganization, merger, joint venture, transfer, or other disposition of all or a portion of our organization or our assets. For example, this may occur in connection with a bankruptcy or similar proceeding.
- Legal reasons: We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies for the prevention and detection of crime, subject to such bodies making a lawful request of us). In addition, we may share information as we believe necessary and appropriate to enforce and protect our legal and contractual rights, and to protect our operations.

How can I request, correct, or delete my personal information?

Depending on your jurisdiction, you may have the right to request, correct, or delete your personal information. GFI will respond to all requests to provide records of available information, correct erroneous information, or delete personal information, which are submitted via an email to the appropriate recipient, as follows:

- First, anyone in the European Union or the European Economic Area, and anyone seeking to assert their rights under the GDPR, may email GFI’s GDPR representative, which is GFI Europe (Belgium), at GFIEuropeDataPrivacy@gfi.org.

- Second, anyone may email GFI at dataprivacy@GFI.org.

In your request, please state clearly what information you would like to request, correct, or delete. We will respond within the legally mandated time frame, when applicable. We will comply with your request at least to the extent required by law. Please be aware that, despite our efforts to comply with your request, residual information may remain within our databases or third-party archives, which we cannot remove or change. In addition, we may need to retain certain information for recordkeeping, or to complete a transaction that you began before requesting the change or deletion.

How long is personal data stored?

GFI stores personal data for as long as it is useful to fulfilling the purposes for which the data is used or intended to be used, unless we have deleted it earlier pursuant to your request.

How is my information protected?

GFI uses security protocols to ensure the privacy of your information. We don't sell, trade, or share email addresses. We use industry standard SSL (secure socket layer) technology to protect your information and provide a safe and secure environment for online donations. GFI does not see, store, or retain credit card numbers. Credit card information is submitted directly to either Stripe or ProPay, two third parties that process financial transactions. For more information about the information security offered by Stripe or ProPay, you may visit their websites at <https://stripe.com> or <https://www.propay.com/>.

That said, no data storage system and no internet data transmission can be guaranteed 100% secure. If you have any concern regarding data security, please contact us at dataprivacy@gfi.org.

Your rights with respect to your personal information

You may have certain rights regarding your personal information, subject to local law. These include the rights to access your personal information; correct the information we hold about you; erase your personal information; restrict our use of your personal information; object to our use of your personal information; withdraw your consent for us to use your personal information, if applicable; receive your personal information in a usable electronic format and transmit it to a third party (right to data portability); and lodge a complaint with your local data protection authority (if applicable).

Unsubscribing from our mailing list and monthly highlights

If you are currently receiving regular emails from us and wish to unsubscribe, you usually can do so by clicking the “unsubscribe” link at the bottom of the emails. To unsubscribe from our monthly highlights, please email dataprivacy@gfi.org with “unsubscribe from monthly highlights” in the subject line.

Notice for minors

Minors should not submit their personal information, such as their names, addresses, phone numbers, or other personal identifying information, through this website or any

GFI website. In the event that a minor has inadvertently submitted such information, the minor can request deletion of any such content by contacting dataprivacy@gfi.org. Please be aware that the removal of content may not ensure the complete or comprehensive erasure of that information from the internet or third-party archives.

Sensitive Data

Please do not use our websites to disclose any sensitive personal information, such as information related to your or another person's health, medical condition, ethnicity, race, political opinions, religion, or criminal history.

Additional details and effective date

This policy is effective as of December 8, 2019, and may be amended from time to time. Any amendments to our Privacy Policy will be posted as a notification on this page. If you have questions about our Privacy Policy, please contact us at dataprivacy@gfi.org. GFI's mailing address is 2503D N Harrison St #19, Arlington VA 22207-1640, U.S.A.