

Privacy Policy

DiMare Fresh, Inc.
Arlington, Texas
www.dimarefresh.com

Introduction

DiMare Fresh (we” or “us”) values the privacy of its website visitors. This privacy policy summarizes what information we might collect from a registered user or other visitor (“you”), and what we will and will not do with it.

Please note that this privacy policy does not govern the collection and use of information by companies that DiMare Fresh does not control, nor by individuals not employed or managed by DiMare Fresh. If you visit a Web site that we mention or link to, be sure to review its privacy policy before providing the site with information.

What we do with your personally identifiable information

It is always up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we reserve the right not to register you as a user or provide you with any products or services. “Personally identifiable information” means information that can be used to identify you as an individual, such as, for example:

- your name, company, email address, phone number, billing address, and shipping address
- your DiMare Fresh user ID and password (if applicable)
- credit card information (if applicable)
- any account-preference information you provide us

If you do provide personally identifiable information to us, either directly or through a reseller or other business partner, we will:

- not sell or rent it to a party outside the DiMare group of businesses—we may use your contact information to provide you with information we believe you need to know such as news about our services and products and modifications to the Terms of Service;
- take commercially reasonable precautions to protect the information from loss, misuse and unauthorized access, disclosure, alteration and destruction;
- not use or disclose the information except:
 - as necessary to provide services or products you have ordered, such as (for example) by providing it to a carrier to deliver products you have ordered;
 - as required by law, for example, in response to a subpoena or search warrant;
 - to outside auditors who have agreed to keep the information confidential;
 - as necessary to enforce the Terms of Service;
 - as necessary to protect the rights, safety, or property of DiMare Fresh , its users, or others.

Other information we collect

We may collect other information that cannot be readily used to identify you, such as the domain name and IP address of your computer. We may use this information, individually or in the

aggregate, for technical administration of our Web site(s) or customer- and account administration.

Cookies

Cookies are pieces of information a website sends to an individual's hard drive while they are viewing the website. Cookies allow the website to remember important information that will make your visit to the site more useful. Cookies are used to help improve your future visits. If you do not wish to receive a cookie or if you wish to set your browser to warn you each time a cookie is being sent, or if you wish to turn off all cookies, use the options on your browser to assist you. The "Help" option on your browser may assist you in changing your cookie preferences. Please note that by turning cookies off, you will not have access to many features available on our website.

External data storage sites

We may store your data on servers provided by third party hosting vendors with whom we have contracted. All reasonable steps are taken to safeguard your Personal Information against loss; unauthorized access, use, modification, disclosure; or any other misuse. We take all reasonable steps to insure that your Personal Information is accurate, up-to-date, complete, relevant and not misleading. DiMare Fresh will retain your Personal Information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws and your consent to such purpose(s) remains valid after termination of our relationship with you.

DiMare Fresh may store your Personal Information in its databases located in the United States and/or other countries outside of the European Economic Area ("EEA"). Additionally, some of our service providers may reside in the United States or other countries outside of the EEA and will be subject to the laws of the local jurisdiction. As a result, in certain circumstances, the United States and other foreign governments, courts, law enforcement agencies or regulatory agencies may be entitled to access the Personal Information collected and held by DiMare Fresh.

Your privacy responsibilities

To help protect your privacy, be sure:

- not to share your user ID or password with anyone else;
- to log off the DiMare Fresh Web site when you are finished;
- to take customary precautions to guard against "malware" (viruses, Trojan horses, bots, etc.), for example by installing and updating suitable anti-virus software.

Notice to European Union users

DiMare Fresh's operations are located primarily in the United States. If you provide information to us, the information will be transferred out of the European Union (EU) to the United States. By providing personal information to us, you are consenting to its storage and use as described herein.

Information collected from children

DiMare Fresh's website is primarily a business to business website. DiMare Fresh does not invite or knowingly collect information from children under 13. DiMare Fresh adheres to the United

States Federal Privacy Protection standards as stated in Children's Online Privacy Protection Act ("COPPA"). If a child has inadvertently provided us with personally-identifiable information without the consent of a parent or guardian, the parent or guardian of that child should contact the Privacy Officer immediately at privacy.officer@dimarefresh.com. We will use reasonable efforts to promptly delete the child's information from our servers.

Employee personal information

- The company only collects personal information concerning employees needed to perform a legitimate corporate function;
- Personal information concerning employees is only disclosed to other employees when necessary for them to do their jobs;
- Personal information will be disclosed to parties outside the company only with the permission of the employee or when required by law;
- The company maintains security systems to ensure that the above policies are followed.

Security

We safeguard your Personal Information on the Internet by using industry-standard practices. Although "guaranteed security" does not exist either on or off the Internet, we make commercially reasonable efforts to make the collection and security of such information consistent with our Privacy Policy and all applicable laws and regulations. We maintain physical, electronic and procedural safeguards as appropriate to safeguard your Personal Information. Currently, our website utilizes a variety of different security measures designed to protect Personal Information by users both inside and outside DiMare Fresh, including the use of encryption mechanisms (e.g., Secure Socket Layers or SSLs), password protection, and other security measures to help prevent unauthorized access to your personally identifiable information.

Access, Control, and Update Personal Information

You may contact the Privacy Officer to access, correct or delete your Personal Information. If necessary, the Privacy Officer will contact another individual to assist in completing your requested task. We want to be sure that we keep only the most accurate and up-to-date Personal Information in our records. You may choose at any time to remove your name, telephone numbers, and postal and email addresses from the lists we use to send notices or updates and elect not to receive correspondence from us by sending us an email at privacy.officer@dimarefresh.com. To protect your privacy, we will take reasonable steps to help verify your identity before granting access or making changes.

California Privacy Policy

A California resident who has provided personal information to a business with whom he/she has established a business relationship for personal, family, or household purposes ("California customer") is entitled to request information about whether the business has disclosed personal information to any third parties for the third parties' direct marketing purposes. In general, if the business has made such a disclosure of personal information, upon receipt of a request by a California customer, the business is required to provide a list of all third parties to whom personal information was disclosed in the preceding calendar year, as well as a list of the categories of personal information that were disclosed. However, under the law, a business is not required to provide the above-described lists if the business adopts and discloses to the public (in its privacy

policy) a policy of not disclosing customer's personal information to third parties for their direct marketing purposes unless the customer first affirmatively agrees to the disclosure, as long as the business maintains and discloses this policy. Rather, the business may comply with the law by notifying the customer of his or her right to prevent disclosure of personal information and providing a cost free means to exercise that right.

Changes to this privacy policy

We reserve the right to change this privacy policy as we deem necessary or appropriate because of legal compliance requirements or changes in our business practices. If you have provided us with an email address, we will endeavor to notify you, by email to that address, of any material change to how we will use personally identifiable information.

Questions or comments

If you have questions or comments about DiMare Fresh's privacy policy, send email to privacy.officer@dimarefresh.com , or contact us via any of the ways described at www.dimarefresh.com.

Contact Information

If you have any questions or concerns, please contact:

Privacy Officer
DiMare Fresh, Inc.
4629 Diplomacy Road
Fort Worth, TX 76155
USA
Telephone Number: (817) 385-3000
Email Address: privacy.officer@dimarefresh.com

Thank you for choosing DiMare Fresh!

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