

# Privacy Notice

This Privacy Notice has been created because we care and know you care about how information you provide to us is used and shared. This Privacy Notice relates to information collection and use practices of Layn Natural Ingredients in connection with our website located at layncorp.com ("Website").

## Description of Users and Acceptance of Terms

This Privacy Notice applies to visitors of our Website, who view publicly-available content ("Visitors"). By visiting our Website, Visitors are agreeing to the terms of this Privacy Notice. By filling out any forms, each Visitor is agreeing to the terms of this Privacy Notice.

## Information We Collect and/or Receive

In the course of operating our Website, we sometimes will collect (and/or receive) the following types of information. You authorize us to collect and/or receive such information.

1. **Personal Information:** In order for us to communicate with you or for you to access certain information on our site, you may be asked to provide us with personal information about yourself, such as your name, e-mail address, company name, geography and similar. If you would like to download various information we make available on our site such as Ingredient profiles and more, you will be required to voluntarily provide us with this kind of information. All information we receive under this section is collectively called "Personal Information."
2. **Other Information:** In addition to Personal Information, we may collect additional information (collectively, "Other Information"), such as:
  - **From Your Activity:** To improve the Website and our service, we automatically collect certain information when Visitors visit the Website, including, without limitation, IP addresses, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, what sections of the Website Visitors visit, and similar information concerning your use of the Website.
  - **From Cookies:** We may without limitation collect information using "cookie" technology. Cookies are small packets of data that a website stores on your computer's or mobile device's hard drive so that your computer will "remember" information about your visit. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which

stay on your computer until you delete them) to help us collect information to enhance your experience using the Services. If you prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which generally allows you to choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies, but please note if you do this, it may negatively impact your user experience on our site as certain functions may not work as efficiently.

- **Third-Party Analytics & Advertising:** We may use one or more third-party analytics services (commonly, such as Google Analytics) to evaluate your use of our Website. We may compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the Website, including mobile and Internet usage. We may also permit third-party online advertising networks, social media companies and other third-party advertising services to collect information about your use of our Website over time so that they may play or display ads on our Website, on other devices you may use, and on other websites, apps or services, including on social media like Instagram, Facebook, or others. These third parties may use cookies, pixel tags (also called web beacons or clear gifs) and other technologies to help analyze and provide us with data, deliver ads, and measure effectiveness and success of ad campaigns.
- When you voluntarily provide your email address to us, we may from time to time contact you to inquire about interest in our services. We follow all industry standard opt-out guidelines and will remove your email address from emails if you instruct us to do so. Note, we will never sell your data, but if we participate in promotions or ads, we are not responsible for the effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs.

## **How We Use and Share Information**

You authorize us to use the Personal Information and Other Information (collectively, "Information") to provide and improve the Website and our service to you, to solicit your feedback; and to inform you about our products and services and those of our promotional partners.

You also authorize us to use and/or share Information as described below.

- **Agents, Providers and Related Third Parties:** We may engage other companies and individuals to perform certain business-related functions on our behalf. Examples may include providing technical assistance, order fulfillment, customer service, and marketing assistance. These other companies will have access to the

Information only as necessary to perform their functions and to the extent permitted by law. We may also share your Information with any of our parent companies, subsidiaries, or other companies under common control with us.

- **Promotional and Marketing Partners:** We may on occasion share your contact information with promotional and marketing partners that may send you promotional or marketing communications about their own products and services or the products and services of other third parties.
- **Aggregated Information:** In an ongoing effort to better understand our Visitors, and Customers, we may analyze Personal Information with Other Information in anonymized and aggregate form in order to operate, maintain, manage, and improve the Website and the Services and for our own research purposes. This aggregate information does not identify you personally.
- **Business Transfers:** As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be transferred as part of or during our consideration of such an event.
- **Legal Requirements:** We may disclose your Information if required to do so by law, or in the good faith belief that such action or disclosure is necessary or appropriate to: (i) operate our business or website, (ii) comply with any legal obligation, report unlawful activity, cooperate with law enforcement, or protect against legal liability, (iii) protect and defend our rights, property, personnel, suppliers, sponsors, agents or licensors, or (iv) protect the personal safety of vendors, users of the Platform or the public.

## **How We Protect Your Information**

We take commercially reasonable steps designed to protect the Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, we cannot guarantee the security of the Information and you should therefore take special care in deciding what information you send to us via e-mail.

## **Important Notice to Non-U.S. Residents**

We are an international company. Please be aware that your information, may be transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. By using our Website, you hereby irrevocably and unconditionally consenting to such transfer, processing, and use in the United States and elsewhere.

## **External Websites**

The Website and the Services may contain links to External Sites. We have no control over the privacy practices or the content of these External Sites. As such, we are not responsible for the content or the privacy policies of those External Sites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

## **Children**

We do not knowingly collect Personal Information from children. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Notice by instructing their children to never provide us Personal Information.

## **Changes to This Privacy Notice**

This Privacy Notice is effective as of the date stated at the bottom of this Privacy Notice. We may change this Privacy Notice from time to time. Any such changes will be posted on the Website. Please refer back to this Privacy Notice on a regular basis for updates.

## **How to Contact Us**

If you have questions about this Privacy Notice, please contact [info@layn-usa.com](mailto:info@layn-usa.com) with "Privacy Notice" in the subject line.

October 22, 2021