



MINERVA KNOWS, INC. PRIVACY NOTICE

Last Updated: October 23, 2020

This Privacy Notice explains how we collect, use, disclose, and otherwise process personal information in connection with our services.

Who We Are: Minerva empowers you to effortlessly capture and share workflows to support and delight your friends, family and clients. When we use the terms “Minerva”, “we”, “us” or “our” in this Privacy Notice, we are referring to Minerva Knows, Inc.

Our Services: When we use the term “services”, we are referring to our website – www.minervaknows.com – and our workflow capture and sharing browser extension that we offer on our own behalf. This Privacy Notice does not cover or address services that we provide solely on behalf of a third party or personal information and privacy practices relating to job applicants, employees, vendors, contractors and other personnel.

What is Personal Information?

When we use the term “personal information” in this Privacy Notice, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you. It does not include aggregated or deidentified information that is maintained in a form that is not reasonably capable of being associated with or linked to you.

Our Collection of Personal Information

From the first moment you interact with us, we are collecting personal information about you. Sometimes we collect personal information automatically when you interact with our services and sometimes we collect the personal information directly from you. At times, we may collect personal information about you from other sources and third parties, even before our first direct interaction.

Personal Information You Provide

We collect the following personal information you provide in connection with our services:

- **Communications.** If you communicate with us through any paper or electronic form, we collect your contact information, such as your name, address, email address and phone number, the content of the communication and the metadata associated with the communication. We use this information to investigate and respond to your inquiries and to communicate with you, including through the website or by email, mail, phone, text message, push notification, chat or any other paper or electronic form.
- **Newsletters.** If you sign up to receive news or alerts from us or register for an account, we collect your contact information, applicable interests and communication preferences in order to send you regular updates about the services. We use this information to manage our communications with you and send you information about products and services we think may be of interest to you. If you wish to stop receiving email messages from us, please see the "**Online Privacy Choices**" section below.
- **Registration.** If you register for an account or subscribe to our service, we will collect your contact, registration and billing information, including your name, payment information, physical address, email address, username and password. We use this information to complete your transaction, manage your subscription, communicate with you about your subscription and for customer support purposes.
- **Events, Surveys, Contests or Sweepstakes.** If you fill out any forms relating to Minerva events, surveys, contests or sweepstakes, we collect your contact and demographic information and any other information requested on the form. We use this information to fulfill the purpose of the form and facilitate the event, contest, survey, contest or sweepstakes, and to inform you about future programs that may be of interest to you.
- **User Support and Suggestions.** If you contact our customer support, file a support claim or suggest additional features, we collect information about your account, your device, information relating to your user support requests and any other information you choose to provide. We use this information to administer your account and to evaluate and respond to your request.
- **Recipes.** Through your use of the services, we will collect the recipes you create and information about what you do with those recipes, including who you share the recipes with. If you use recipes created by other users, we will collect your interactions and progress through those recipes. We use this information to administer, analyze and improve the services, and to provide support as needed.

Personal Information Automatically Collected

As is true of most digital platforms, we collect certain personal information automatically when you use our services, including:

- **Log File Data**, including your internet protocol (IP) address, operating system, browser type, browser id, date/time of visit, and pages visited.
- **Recipe and Analytics Data**, including the electronic path you take to our services, while using our services and when exiting our services, as well as your usage and activity on our services, such as the links, elements and selectors you interact with while creating a recipe and any object you view, click or otherwise interact with (also known as "Clickstream Data").
- **Cookies and Other Data Collection Technologies**, including cookies, scripts and similar technologies to manage the services and to collect information about your use of the services. These technologies help us to recognize you, customize or

personalize your experience, advertise products or services to you and analyze the use of our services to make them more useful to you. These technologies may also allow us to aggregate demographic and statistical data and provide this information to our service providers to facilitate their provision of services. Most Internet browsers allow you to remove or manage cookie functions and adjust your privacy and security preferences. For information on how to do this, access the "help" menu on your Internet browser, or access <http://www.aboutcookies.org/how-to-control-cookies>. Please note, however, that disabling our cookies may result in your inability to take full advantage of all the features of our services.

- **Google Analytics.** We use "Google Analytics" to collect information about your use of the services. Google Analytics collects information such as how often users access the services, what pages they access when they do so and what other sites they used prior to using the services. We use the information we get from Google Analytics only to improve the services. To learn more about the use of data collection technologies by Google for analytics and to exercise choice regarding those technologies, please visit the [Google Analytics Opt-Out](#) browser add-on page.

Personal Information from Other Sources and Third Parties

We also obtain personal information from other sources, which we often combine with personal information we collect either automatically or directly from you.

We receive the same categories of personal information as described above from the following sources and third parties:

- **Service Providers,** including our analytics providers and any vendors we use to conduct market research regarding the use of the services. We may receive Clickstream Data or other information that may identify you or your device from these vendors.
- **From Other Users,** including when users invite you to use the services or share recipes they've created with you.
- **Social Networks,** including when you communicate with us through third-party social networks.

Our Use of Personal Information

In addition to the uses described above, we use personal information we collect for the following purposes:

- To develop, maintain, improve and operate the services.
- To personalize your user experience.
- To share your recipes with others and publicly.
- To communicate with you to provide technical or administrative support.
- To conduct, manage and grow our organization.
- To analyze, protect, research and investigate the use of our services.

- To prevent, investigate and provide notice of fraud, unlawful or criminal activity, unauthorized access to or use of personal information, the services or our data systems, and to meet legal, regulatory, judicial and institutional policy obligations.
- To investigate and resolve disputes and security issues and to enforce our Terms of Service.
- For any other lawful, legitimate business purpose.

If you choose to contact us, we may need additional information to fulfill your request or respond to your inquiry. We may provide additional privacy disclosures where the scope of the inquiry and the personal information needed fall outside the scope of this Privacy Notice. In that case, the additional privacy disclosures will govern how we may process the information you provide at that time. For more information, please see our [Terms of Service](#).

Our Disclosure of Personal Information

We disclose personal information in the following ways:

- **Service Providers.** We share personal information with third party service providers who perform services on our behalf, such as event coordinators, market research providers, and technology providers (including technology support providers, email communications providers, analytics providers, data storage providers and web hosting providers and developers).
- **Business Transaction or Reorganization.** We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose personal information to a third party during negotiation of, in connection with or as an asset in such a corporate business transaction. Personal information may also be disclosed in the event of insolvency, bankruptcy, or receivership.
- **Legal Obligations and Rights.** We may disclose personal information to third parties, such as legal advisors and law enforcement:
 - in connection with the establishment, exercise, or defense of legal claims;
 - to comply with laws or to respond to lawful requests and legal process;
 - to protect the rights and property of us, our agents, customers, and others, including to enforce our agreements, policies, and terms of use;
 - to detect, suppress, or prevent fraud;
 - to reduce credit risk and collect debts owed to us;
 - to protect the health and safety of us, our customers, or any person; or
 - as otherwise required by applicable law.
- **At Your Request.** We may disclose personal information about you to certain other third parties with your consent.
- **Recipes.** By default, all recipes are made public. You may create a username to be attributed to the recipes you create, which is optional. If you would like to limit the sharing of the recipes you create, our Premium account options offer additional

privacy controls and insights into how your publicly shared recipes are being used. Contact our account team at accounts@minervaknows.com for more details.

Personal information may be transferred to, stored and processed in a country other than the one in which it was collected, including, but not limited to, the United States. The country to which personal information is transferred may not provide the same level of protection for personal data as the country from which it was transferred.

Children’s Personal Information

Our websites and online services are not directed to, and we do not intend to, or knowingly, collect or solicit personal information from children under the age of 13. If you are under the age of 13, please do not use our websites or online services or otherwise provide us with any personal information either directly or by other means. If a child under the age of 13 has provided personal information to us, we encourage the child’s parent or guardian to contact us to request that we remove the personal information from our systems. If we learn that any personal information we collect has been provided by a child under the age of 13, we will promptly delete that personal information.

Third-Party Websites

Our websites and online services may include links to third-party websites, plug-ins and applications. Except where we post, link to or expressly adopt or refer to this Privacy Notice, this Privacy Notice does not apply to, and we are not responsible for, any personal information practices of third-party websites and online services or the practices of other third parties. To learn about the personal information practices of third parties, please visit their respective privacy notices.

Online Privacy Choices

You have some choices regarding how we use your personal information, including the following:

- **How to Control Your Email Communications Preferences.** You can stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in such communications. You may not opt-out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the service, technical and security notices).
- **Modifying or Deleting Your Information.** If you have any questions about reviewing, modifying, or deleting your information, you can contact us directly at privacy@minervaknows.com. We may not be able to modify or delete your information in all circumstances.
- **How to Control Your Recipes.** You can edit or amend your recipes by logging into the services and changing your preferences directly within the recipe settings menu. As noted above, if you would like to limit the sharing of the recipes you create, our Premium account options offer additional privacy controls and insights into how your publicly shared recipes are being used. Contact our account team at accounts@minervaknows.com for more details.
- **For California Residents.** California's "Shine the Light" law (Civil Code Section §1798.83) provides certain rights to California residents that have an established business relationship with us with regard to the disclosure of personal information to third parties for their direct marketing purposes. At this time, we do not disclose

your personal information to third parties for their direct marketing purposes, as defined by the Shine the Light law, or “sell” your personal information as that term is defined by the California Consumer Privacy Act. To be added to our suppression list to opt-out of having your personal information disclosed to third parties for their direct marketing purposes in the future, please click the link below.

- **For Nevada Residents.** Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt out of future sales of certain covered information that a website operator has collected or will collect about the resident. To submit such a request, please contact us at privacy@minervaknows.com.

Updates to This Privacy Notice

We will update this Privacy Notice from time to time. When we make changes to this Privacy Notice, we will change the "Last Updated" date at the beginning of this Privacy Notice. If we make material changes to this Privacy Notice, we will notify you by email to your registered email address, by prominent posting on this website or our online services, or through other appropriate communication channels. All changes shall be effective from the date of publication unless otherwise provided.

Contact Us

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, please send an email to privacy@minervaknows.com.

Alternatively, inquiries may be addressed to:

Minerva Knows, Inc.
430 Ocean Parkway
Brooklyn, NY 11218

###

10.23.2020

Added a link to Terms of Service in the section titled, “Our Use of Personal Information.”