

Anchovy

Privacy Notice

Last modified: November 27, 2023

Information for All Users

Anchovy, LLC dba Anchovy (“**Anchovy**,” “**We**”, or “**Us**”) values the privacy of individuals who use our mobile applications, websites, and related services (collectively, our “**Services**”). This Privacy Notice explains how We collect, use, and share the information of users of our Services (“**Users**”, “**you**” or “**your**”). By using our Services, you agree to the collection, use, disclosure, and processing of your information as described by this Privacy Notice. Beyond this Privacy Notice, your use of our Services is also subject to our Terms of Use (located at: www.anchovy.app/privacy-policy) and any additional agreements you may enter into with Us.

Please read this Privacy Notice carefully to understand our policies and practices. If you do not agree with the terms contained herein, it is your choice to not use our Services. By accessing or using our Services, you are agreeing to the terms contained herein. This Privacy Notice may change from time-to-time, and your continued use of our Services after we make such changes is deemed to be acceptance of those changes, so please check this Privacy Notice periodically for updates.

Information We Collect

We may collect a variety of information about you or your devices from various sources, as described below.

Information You Provide to Us

Registration Information. If you sign up for an account, register to use our Services, or sign up for emails or other updates, We may ask you for basic contact information, such as name, email, username, phone number, or mailing address.

Communications. If you contact Us directly, We may collect additional information from you. For example, when you reach out to our customer support team, We may ask for your name, email address, mailing address, phone number, or other contact information so that We can verify your identity and communicate with you. We may also store the contents of any message or attachments that you send to Us, as well as any information you submit through any of our forms or questionnaires.

User Content. We allow Users of our Services to share their own content with others. This may include posts, comments, reviews, or other User-generated content. Unless otherwise noted when creating such content, this information may be shared publicly through our Services. Additionally, your contributions are posted on and transmitted to others at your own risk. We cannot control the actions of other Users of our Services with whom you may choose to share your contributions. Therefore, We cannot and do not guarantee that your contributions will not be viewed by unauthorized persons.

Payment Information. If you make a purchase through the Services, your payment-related information, such as credit card or other financial information, may be collected by our third-party payment processor on our behalf.

Information We Collect Automatically When You Use Our Services

Device Information. We may collect information about the devices and software you use to access our Services, such as your IP address, Web browser type, operating system version, device identifiers, or similar information.

Usage Information. To help Us understand how you use our Services and to help Us improve them, We may collect data about your interactions with our Services. This includes information such as crash reports, session lengths and times, the pages or other content you view, and any searches you conduct on our site and app.

Cookies and Similar Technologies. We and our third-party partners may collect information using cookies, pixel tags, or similar technologies. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our Services. We ask for User consent before placing non-essential cookies on your device.

Information We Receive from Other Sources

We may receive information about you from other sources, including third parties that help Us update, expand, and analyze our records, identify new customers, or detect or prevent fraud. We may also receive information about you from social media platforms, for example when you interact with Us on those platforms or access our social media content. What information We receive from third parties is governed by the privacy settings, policies, and procedures of the relevant organizations, and We encourage you to review them.

How We Use the Information We Collect

We may use the information We collect:

- To provide, maintain, improve, and enhance our Services;
- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To facilitate purchases of products or services that you order;
- To allow you to share content with other Users of our Services;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide User support;

- For marketing and advertising purposes, including developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To detect and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our [Terms of Use](#) or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency;
- For other purposes for which We provide specific notice at the time the information is collected; and
- For any purpose with your consent.

How We Share the Information We Collect

Service Providers. We may share any information We collect with service providers retained in connection with the provision of our Services. These companies are only permitted to use this information to help Us provide our Services, not for their own purposes.

Other Users. Content you post, including recipes and comments, may be displayed to other Users as appropriate.

Our Partners. We use analytic services to collect and process certain analytics data.

As Required by Law and Similar Disclosures. We may access, preserve, and disclose your information if We believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. In particular, We may disclose relevant information to the appropriate third parties if you post any illegal, threatening, or objectionable content on or through the Services.

Merger, Sale, or Other Asset Transfers. We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which We are acquired by or merged with another company or in which We sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the same general provisions of this Privacy Notice.

Consent. We may also disclose your information with your permission.

Your Choices

Our Communications. From time to time, you may receive marketing or other informational email messages from Us. You can unsubscribe from our promotional and informational emails via the link provided in the emails. Users may continue to receive administrative messages from Us necessary to service User accounts after opting out of receiving promotional messages from Us.

Cookies. Most web browsers allow you to manage cookies through the browser settings. To find out more about cookies, you can visit www.aboutcookies.org or www.allaboutcookies.org.

Our Partners. To inquire about your choices regarding our business partners generally, contact Us at info@anchovy.app.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. Users residing in the following States maintain the following rights while using our Services:

California To learn more about California residents' privacy rights, visit <https://www.oag.ca.gov/privacy/ccpa>. California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

Colorado,
Connecticut,
Virginia & Utah Users residing in Colorado, Connecticut, Virginia and Utah are provided with the rights to: (i) confirm whether We process their personal information, (ii) access and delete certain personal information, (iii) data portability, and (iv) opt-out of personal data processing for targeted advertising and sales.

Furthermore, Users residing in Colorado, Connecticut, and Virginia are provided with the additional rights to: (i) correct inaccuracies in their personal information, taking into account the information's nature processing purpose, and (ii) opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

Nevada Users residing in Nevada are provided with a limited right to opt-out of certain personal information sales. However, please know that Anchovy does not currently sell any data of its Users that would trigger Nevada's opt-out statute.

To exercise any of the above mentioned consumer rights or to appeal a decision regarding a consumer rights request, please email info@anchovy.app.

Third-Party Content

Our Services may contain links to other Websites, products, or services that We do not own or operate. We are not responsible for the content provided by, or the privacy practices of, these third parties. Please be aware that this Privacy Notice does not apply to your activities on these third-party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

Security

We make reasonable efforts to protect your information by using administrative, technological, and physical safeguards designed to improve the security of the information We maintain and protect it from

accidental loss, unauthorized access or use, or any other inappropriate or unlawful processing. However, because no information system can be 100% secure, We cannot guarantee the absolute security of your information.

Children’s Privacy

We do not knowingly collect, maintain, or use information from children under 13 years of age, and no part of our Services are directed toward children. If We learn We have collected or received information from a child under 13 without verification of parental consent, We will delete that information. If you learn that a child has provided Us with information in violation of this Privacy Notice, then you may alert Us at info@anchovy.app.

International Visitors

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your information outside of those regions to the United States for storage and processing. Also, We may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By using our Services, you consent to the transfer, storage, and processing of your information as described in this Privacy Notice.

Changes to this Privacy Notice

We will post any adjustments to the Privacy Notice on this page, and the revised version will be effective when it is posted. If We make material changes, We may notify you via a notice posted on our Website or another method. We encourage you to read this Privacy Notice periodically to stay up to date about our privacy practices.

Contact Us

If you have any questions, comments, or concerns about our processing activities, please email Us at info@anchovy.app or you may write to Us at:

Anchovy

Attn: Privacy
701 S. 6th Street
Lincoln, NE 68508