

Smart Lunches, Inc. ("Smart Lunches," "we," "us," "our,") provides online and mobile services, including but not limited to, the Smart Lunches website and mobile applications (collectively, the "Site") hosted by or on behalf of Smart Lunches (collectively, the "Service") intended to enhance your use of the lunch delivery services offered by Smart Lunches. Smart Lunches is committed to maintaining the privacy, integrity and security of any personal information about our users. This Privacy Policy ("Policy") explains how we protect personal information we collect in connection with your use of the Service and how we use and in some cases disclose that information. "Personal information" for purposes of this Policy means information that identifies you, such as your name, address, phone number, fax number or email address.

This Privacy Policy (this "Policy") is subject to the provisions our Terms of Service (the "Terms of Service"), which are incorporated by reference. To see the Terms of Service go to http://cdn.smartlunches.com/policies/terms_of_service.pdf

What Personal Information We Collect

Your Smart Lunches Services work in conjunction with a user account on the Site (a "User Account").

- When you sign up for a Smart Lunches User Account, you are required to provide an email address (which will be used as your login ID) and to create an account password (collectively the "Registration Information").
- In order to utilize the Service you need to create a profile for each family member who will receive meals via the Service (the "Profiles").
- Information that you add manually to the Service is stored in your Smart Lunches User Account.

How We Use Your Personal Information

Smart Lunches uses your personal information to:

- Provide you with the Service;
- Communicate with third party caterers (the "Caterers") and educational institutions, early childhood centers, camps or offices (the "Partners") in order to provide the Service;
- Analyze Site usage and improve the Service;
- Deliver to you any administrative notices and communications relevant to your use of the Service;
- Provide you with updates regarding the Services;
- Perform internal market research, project planning, troubleshooting problems, and to detect and protect against error, fraud or other criminal activity.

Disclosure to Third Parties

At times Smart Lunches may make certain personal information available to strategic partners that work with Smart Lunches to provide the Services to you, including but not limited to the Caterers and the Schools. In such cases, your account with such third party will continue to be subject to that third party's privacy policy and your Smart Lunches User Account will continue to be governed by this Policy.

Smart Lunches may also share your personal information with companies who provide services such as information processing, order fulfillment, product delivery, customer data management, customer research and the like. These companies are obligated to protect your information and may be located wherever Smart Lunches does business.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our Terms of Service or protect our operations or users or if we are required to do so by any applicable law, rule, regulation, subpoena or other legal process. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Use of Aggregated Anonymous User Data

Smart Lunches may disclose non-personally identifiable aggregated user data, such as aggregated gender, age, height, weight, and usage data gathered from Smart Lunches devices (without the inclusion of a user's name or other identifying information) to:

- Organizations approved by Smart Lunches that conduct consumer and market research;
- Users of the Service for purposes of comparison of their demographics and ordering history relative to the broader community; and
- Advertisers and other third parties for their marketing and promotional purposes.

Cookies and Other Technology

The Smart Lunches Site and Service may use "cookies" and other technologies such as pixel tags and web beacons.

Cookies are alphanumeric identifiers in the form of text files that are inserted and stored by your Web browser on your computer's hard drive. These technologies tell us which parts of our website you have visited, limit the number of times you see a Smart Lunches offer, or help us better determine which Smart Lunches offers you may like to see or to alert you to software compatibility issues. They are also used to analyze and improve our Service's design and functionality.

If you choose to delete cookies from your device or block them from being stored on your device, please note that the full functionality of the Service may not be available to you.

"Web beacons" are images embedded in a Web page or email for the purpose of

measuring and analyzing Site usage and activity. Smart Lunches, or third party service providers acting on our behalf, may use Web beacons to help us analyze Site usage and improve the Service.

We may use third party service providers to help us analyze certain online activities and improve our products and the Service. For example, these service providers may help us measure the performance of our online campaigns or analyze visitor activity on Smart Lunches.com. We may permit these service providers to use cookies and other technologies to perform these services for Smart Lunches. We do not share any personal information about our customers with these third party service providers, and these service providers do not collect such information on our behalf. Our third party service providers are required to comply fully with this Policy.

Information You Elect to Share With Others

If you use a message board, blog, journal or any other method of posting user-generated content on our Site or through the Service, you should be aware that such information can be read, collected or used by others and could be used to send you unsolicited messages. We are not responsible for the personal information you choose to submit in these areas.

Surveys

Smart Lunches may ask you to participate in surveys designed to help Smart Lunches improve the Service. Any personal information provided to Smart Lunches in connection with any survey will be used only in relation to that survey and as elsewhere set forth in this Policy.

Children

We do not knowingly collect any personal information from children under 13. If we discover that a child under the age of 13 has provided us with personally identifying information, we will take steps to delete the information as soon as possible. For more information on this issue please see our TOS located at http://cdn.smartlunches.com/policies/terms_of_service.pdf.

Your Right to Delete Your Data

If you would like to cancel your Smart Lunches account you may do so by emailing us at info@smartlunches.com. When you request cancellation of your account, your personally identifiable information will be deleted, including but not limited your email address, name, and photo(s). Archival copies of your account information that exist within our back-up system will be deleted in accordance with our normal back-up expiration schedule. Following cancellation or termination of your account, Smart Lunches may

continue to utilize de-identified and anonymized historical data associated with your use of the Smart Lunches Services.

Email Communications From Us

We may provide our registered customers with summaries of their User Account data and email alerts. We also allow users to subscribe to email newsletters and from time to time may transmit emails promoting Smart Lunches or third-party goods or services.

Smart Lunches subscribers have the ability to opt-out of receiving our weekly summaries and promotional emails and to terminate their newsletter subscriptions by following the instructions provided in such emails.

Opting out in this manner will not end transmission of service-related emails, such as email alerts.

Data Security

We use a combination of firewall barriers, encryption techniques and authentication procedures, among others, to maintain the security of your data and to protect Smart Lunches accounts and systems from unauthorized access.

When you register for the Service, Smart Lunches requires a password from you for your privacy and security. This password is stored in an encrypted fashion on our systems.

It is important to understand that these precautions apply only to our Site and systems. We exercise no control over how your information is stored, maintained or displayed by third parties or on third-party sites.

International Users

Smart Lunches's Services are hosted and operated entirely in the United States and are subject to United States law. Any personal information that you provide to Smart Lunches is being provided to Smart Lunches solely in the United States and will be hosted on United States servers. You consent to the transfer of your personal information to the United States. If you are accessing the Smart Lunches Services from outside the United States, please be advised that United States law may not offer the same privacy protections as the law of your jurisdiction.

If you have a security related concern, please contact us at info@smartlunches.com.

Updates to this Policy

We may update this Policy periodically. The date last revised appears at the bottom of the

Policy. Changes take effect immediately upon posting.

Contact us if you have any questions or concerns

If you have questions, comments, concerns or feedback regarding this Policy or any other privacy or security concern, send an email to info@smartlunches.com.

This policy was last updated on June 3, 2013.