

Privacy Policy

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1. ABOUT BLAZE DELIVERY

We are Blaze Delivery LLC and its parent company, subsidiaries, agents, and affiliates (collectively, "Blaze Delivery", "Retailer", "Retailers", "we", "our" or "us").

2. ABOUT THIS PRIVACY POLICY

This privacy policy (the "Privacy Policy") applies to the personal data and other information that means any individual whose personal data we collect ("you") provide to us or that we collect about you through our website ("Site"), and the applications, services, features, or content offered by Blaze Delivery and related communications (collectively, the "Services"). It explains, among other things, how and why we collect data about you when you use our Services, what data we collect, what we do with that data, how we look after it, and what your rights are in relation to it. Capitalized terms that are not defined in this Privacy Policy will have the meanings set forth in our Terms of Service.

3. DATA WE COLLECT ABOUT YOU

The personal data we collect via or in relation to the Services can be split into three broad categories:

- information you provide to us;
- information collected automatically;
- and information we receive from third parties;
- For quality assurance purposes and to ensure customer safety some 3rd parties may use audio and/or video recording during transaction and handover;

Information you provide to us

We may ask for and collect the following information when you use the Services:

Identity and profile information: To use the Services we require you to provide certain personal information, including your first and last name, phone number, email address, and delivery address (which may be your home address). To purchase certain Products, you may also be required to provide a current photograph of yourself and a copy of your government-issued photo identification ("Photo ID"), which may contain additional personal information such as your date of birth, state or country of residence, and home address.

Communications: When you communicate with us by email, mail, telephone, or through the Services, we collect information about your communication and any information you choose to provide.

Verification information: We may request certain information for purposes of verifying the identity of Customers, such as your Photo ID and a photo of you with your Photo ID. Such verification information is only required if you take certain actions on the Services, such as ordering the delivery of Products that the sale or use of are restricted by federal, state, or local laws, rules, or regulations. To promote the safety, integrity, and legality of the Services, you authorize Blaze Delivery in its Terms of Service to use your personal information to verify your identity.

Information we collect automatically

We collect certain information automatically when you use the Services. This information includes:

Interaction information and history: Information about your interactions and history with the Services, including your phone number, the Products you view, the actions you take on the Services, your IP address, and details of orders you place on the Services.

Location data: When you use certain features of the Services, we may collect data about your geographical location. We use this data to verify your location. Furthermore, for compliance reasons, some of the Services may be restricted depending on your location. Collecting your location data is also necessary to connect you with a licensed retailer that services your delivery area, to send you relevant content based on your location, and to optimize or improve our products and services.

Cookies: Like many websites on the Internet, when you visit the Site, Blaze Delivery may assign your computer one or more cookies to facilitate access to the Site and to personalize your online experience. Through the use of a cookie, Blaze Delivery also may automatically collect information about your online activity on the Services, such as the web pages you visit, the time and date of your visits, the links you click, and the searches you conduct on the Services. Blaze Delivery may use this data to better understand how you interact with the Services, to monitor aggregate usage by our users and web traffic routing on the Services, and to improve the Site and our Services. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you choose to decline cookies, please note that you may not be able to use some of the interactive features offered on the Services. In addition, please be aware that other parties may also place their own cookies on or through the Site and/or Services, and may collect or solicit personal information from you. Other cookies may reflect de-identified demographic or other data linked to the registration data you have submitted to Blaze Delivery in hashed, non-human readable form. No personally identifiable information is contained in these cookies.

Blaze Delivery may also use mobile cookies. A mobile cookie is a small data file transferred to your mobile device for record-keeping purposes. These mobile cookies help Blaze Delivery track session-based information and also better understand the effectiveness of the Services (by way of example only, by keeping track of the location and context in which you view Products information). These mobile cookies do not contain any personally identifiable information.

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the preferences or settings page of your web browser. For further details, visit [donottrack.us](https://www.donottrack.us).

Information we receive from third parties

Service providers and other business partners: 1q We may receive information about you from our service providers and business partners, including companies that assist with payment processing, analytics, data processing and management, identity verification, account management, customer and technical support, hosting, and other services which we use to personalize your experience. We explain in more detail why and how we use this information below.

When we receive information from other sources, we rely on them having the appropriate provisions in place telling you how they collect data and who they may share it with.

4. HOW YOUR PERSONAL DATA IS USED

This following explains how we use and process your personal data. We will use this information to:

- Carry out our obligations arising from any contracts entered into between you and us (including the Terms of Service) and to provide you with the Services;
- Better understand our users;
- Verify your identity, location, and age;
- Comply with local, state and federal laws and regulations;
- Respond to your inquiries or to process your requests in relation to your information;
- Notify you about important changes or developments to our Services;
- Provide you with information about other goods and services we offer that are similar to those that you have already purchased or inquired about;
- Allow Retailers to provide you with customer support and assist with your access or use of the Services;
- Provide Retailers with the information required for them to fulfil your Products order and maintain their records in accordance with their normal business practices and applicable law;
- Facilitate the delivery of your Products order;
- Ensure that the Services are being presented in the most effective manner for you, making the Services easier for you to use and to provide you with a smooth, efficient, safe and tailored experience;
- Detect and protect us against error, fraud, and other criminal activity, and enforce our Terms of Service;
- Administer the Services and for internal operations, including troubleshooting, data analysis, testing, research, and statistical purposes;
- Improve the Services and user experience to ensure that content is presented in the most effective manner for you;
- Allow you to participate in interactive features of our Services, when you choose to do so;
- And be used as part of our efforts to keep the Services safe and secure.

5. SHARING YOUR PERSONAL DATA

The following describes the ways we may share your personal data in the normal course of business and in order to provide our Services.

With your consent: We will disclose your personal data when and if you have agreed that we may do so. We will make this clear to you at the point at which we collect your personal data, including the purpose(s) for which we will use the personal data.

To facilitate the Services: When you place an on-demand delivery order through the Services, that order is fulfilled by a retailer ("Retailer") and delivered to you by delivery driver ("Driver"). We share your personal information with Retailers and Drivers in order to provide you with the Services. When you send an order to the Retailer through the Services, the Retailer receives information required to fulfill your order, such as your first name, delivery address, order details, date of birth, and the picture of your government-issued identification. This information is also shared with the Driver who delivers your order. The first time you place an order with a new Retailer that uses the Site to facilitate order and delivery services, when you sign into your existing account the information associated with your account will be shared with the new Retailer so that the Retailer may provide you with the Products and Delivery Services you have requested.

When the Driver arrives with the Products you ordered, the Driver will collect payment for the order and ask for your signature before completing the transaction. In certain jurisdictions, when required by local law or regulation, your Driver will also check your Photo ID and/or scan the barcode on the back of your Photo ID to confirm the information shown on your Photo ID is accurate. You may also communicate with your Driver via text or phone call in order to complete the delivery. While we share this information about you with Retailers, this Privacy Policy does not cover the information or privacy practices of the Retailers.

Promotional purposes: We may provide third parties with anonymized, aggregated information about our users (either on a user-wide basis or by on a subset user basis) for our own promotional purposes.

If required by law: We may be required to disclose your personal data by law, in response to a valid order of a court or other authority, or to respond to requests relating to criminal investigations.

Extenuating circumstances: We may disclose your personal data with medical or governmental authorities, only if requested to do so in the event of a health and/or safety emergency.

Change of control: If a business transfer or change of business ownership takes place, we may transfer your personal data to the new owner. If this happens, you will be informed of this transfer.

Protecting our rights: We may disclose your personal data if we feel this is necessary in order to protect or defend our legitimate rights and interests and/or to ensure the safety and security of the Services.

Other purposes disclosed at the time of collection: From time to time, we may use your personal data for a specific purpose not contemplated by this Privacy Policy. In such an event, we will specifically disclose that use to you.

6. DATA SECURITY

Blaze Delivery (either itself or through third party service providers) maintains a variety of commercially reasonable electronic and procedural safeguards designed to protect your personal information from unauthorized access and disclosure. For example, Blaze Delivery uses accepted tools and techniques to protect against unauthorized access to Blaze Delivery's systems. You should be aware that Blaze Delivery has no control over the security of other sites on the Internet that you might visit or with which you might interact even when a link may appear to another site from one of the Services. Blaze Delivery wants you to feel confident using the Services, but no system can be completely secure. Therefore, although Blaze Delivery takes steps to secure your information, Blaze Delivery does not promise, and you should not expect, that your personal information or communications will always remain secure. In the event of a breach of the confidentiality or security of your information, including your personal information, Blaze Delivery will notify you as necessary and if possible so you can take appropriate protective steps. Blaze Delivery may notify you under such circumstances using the e-mail address(es) that Blaze Delivery has on record for you. You also should carefully handle and disclose your personal information.

7. UPDATING AND RETENTION OF YOUR DATA

You can access and update the personal information we hold about you by logging in to your account on the Services. For instructions on accessing your information, to request a copy of the information we hold about you or to otherwise request assistance with these rights please contact us using the information below.

We retain your personal information as long as we are providing the Services to you. We retain your personal information after we cease providing Services to you, even if you delete your account, to the extent necessary to fulfill your request (for example, keeping your email address to make sure it's not on our mailing list), to comply with our legal and regulatory obligations, for the purpose of fraud monitoring, detection and prevention, to comply with our tax, accounting, and financial reporting obligations, or where we are required to retain the data by our contractual commitments to our partners. Where we retain data, we do so in accordance with any limitation periods and records retention obligations that are imposed by applicable law.

Even if you delete your account and we delete your information from our systems, keep in mind that the deletion by our third-party providers may not be immediate and that the deleted information may persist in backup copies for a reasonable period of time. We retain your phone number, order history, and interactions with Retailers even after you have deleted your account on the Services.

8. AGE RESTRICTIONS

The Services are intended for access and use by individuals who are of legal age for the goods and services offered based on the applicable regulations of their state or other governmental entities, which is at least 21 years old in all jurisdictions where the Services are offered ("Qualifying Age"). Blaze Delivery does not knowingly collect personal information from or about anyone who is not of Qualifying Age. If you are not of Qualifying Age, you should not attempt to access or use the Services, or send any information for us. If we discover that we have collected personal information from an individual who is not of Qualifying Age, we will take steps to remove this information as quickly as possible.

If you are a parent or guardian and you learn that your child (under the age of 21) has provided us with personal data, please notify us immediately at info@blaze.delivery

9. YOUR RIGHTS

You have various rights in relation to your personal data, including:

- the right of access to a copy of the personal data we hold about you;
- the right to require us to correct any inaccuracies in your personal data;
- the right to object to decisions about you being taken by automated means;
- where we have sought your consent, the right to withdraw your consent at any time;
- and the right to ask us not to process your personal data for direct marketing purposes.

California residents: This section provides additional details about the personal information we collect about California consumers and the rights afforded to them under California law.

If you are a resident of California, in addition to the rights set forth in this Privacy Policy, you generally have the right to request information from us regarding the manner in which we share certain categories of personal data with third parties for their direct marketing purposes. Under the law, however, a business is not required to provide this information if it adopts and discloses to the public (in its privacy policy) a policy of not disclosing customer's personal data to third parties for their direct marketing purposes if the customer has exercised an "opt-out", as long as the business maintains and discloses this policy and provides a cost-free means to exercise that right. If you wish to opt-out of having your personal data disclosed for direct marketing purposes you may make such a request free of charge by contacting us at info@blaze.delivery

For more details about the personal information we have collected over the last 12 months, including the categories of sources, please see the Data We Collect About You section above. We collect this information for the business and commercial purposes described in the How Your Personal Information is Used section above. We share this information with the categories of third parties described in the Sharing Your Personal Data section above. Blaze Delivery does not sell (as such term is defined in the California Consumer Privacy Act) the personal information we collect (and will not sell it without providing a right to opt out).

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to CalOPPA, we agree to the following:

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By logging in to your account

How does our site handle Do Not Track signals?

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third-party behavioral tracking?

It's also important to note that we allow third-party behavioral tracking

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Do we let third-parties, including ad networks or plug-ins collect PII from children under 13?

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via email within 7 business days

We will notify the users via in-site notification within 7 business days

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CAN SPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at info@blaze.delivery

Follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

10. ACCESSING NAMELY AND SERVICES FROM OUTSIDE THE UNITED STATES

This Privacy Policy is intended to cover collection of information on the Services from residents of the United States and is not directed to the residents of any other country. If you are visiting the Site or using the Services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where Blaze Delivery's servers are located and Blaze Delivery's central database is operated. By using the Services, you understand that your information may be transferred to Blaze Delivery's facilities and those third parties with whom Blaze Delivery shares it as described in this Privacy Policy. You are responsible for ensuring that information you share conforms to all local data protection laws.

11. MORE INFORMATION

It is our goal to make our privacy practices easy to understand. If you have questions, concerns or if you would like more detailed information, please email us at info@blaze.delivery

12. CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may change from time to time and, if it does, the up-to-date version will always be available on our Services. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on the Services and update the "Last updated" date at the top of this page. Please be sure to periodically check this page to ensure that you are aware of any changes to this Privacy Policy. Any material changes to this Privacy Policy will be communicated to registered users by a notification to their account and/or by posting a notice of the change on the Services.