

Better Brand is committed to protecting your privacy. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your information in accordance with our website. By using the Services, you agree to the collection, use and disclosure of your information as described in this Policy, and to the Better Brand Terms of Service.

We may from time to time update this Policy, so we invite you to review it periodically. The new Policy will apply to all current users of our Services and will replace any prior Policies. If we change the Policy in a material way, we will provide appropriate notice to you.

What personal information do we collect from the people that visit our website?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information or other details to help you with your experience.

When do we collect personal information?

We collect information from you when you provide it to us voluntarily and knowingly. This includes when you register on our site, place an order, subscribe to a newsletter, respond to a survey, fill out a form, or use live chat. You are not required to register or provide information to us in order to view our website. Here are some of the ways we may collect information from you, and how we may use that information:

- **Create an Account:** If you choose to establish a Better Brand account, we may collect the following information from you: name, address, phone number, email address, username and password. We use the information you supply for the purpose of providing the services you have requested, and as described in this Policy.
- **Make a Purchase:** If you shop with us, we collect the following information about you to process your order: name, address(es), phone number, email address, and billing information including credit card number and expiration date. The email address you provide is used for internal purposes, such as confirming and tracking your orders.
- **Subscribe to The 'Better' Newsletter:** We use your email to keep you up-to-date on the latest Better Brand news.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To quickly process your transactions.

- To ask for ratings and reviews of services or products
- To follow up with them after correspondence (live chat, email or phone inquiries)

Updating, Deleting, Editing Your Account Information

After setting up an account with Better Brand, you can access, review, correct and/or delete all of the information you provided to us by logging into your account. You may also ask us to assist by emailing us at hello@eatbetter.com.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

Security

We take your privacy and security seriously. For this reason, we maintain administrative, physical and technical safeguards that are designed to protect your personal information from accidental, unlawful or unauthorized destruction, loss, access, disclosure or use. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential.

Opting Out

If you would rather not receive marketing emails from us, please let us know by contacting us at hello@eatbetter.com, or by clicking the “Unsubscribe” link at the bottom of any marketing email.

Contacting Us

You may ask questions, submit comments and opt out of receiving updates and other mailings from us by contacting us via email at hello@eatbetter.com.

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