

Cut & Run Privacy Policy

Effective Date: March 10, 2020

Cut & Run, LLC, and its affiliates (“Cut & Run,” “we,” “our,” or “us”) owns and operates www.cutandrun.com, and any affiliated Sites (collectively, the “Site”). This Privacy Policy explains how we collect, use, and share the information of individuals who visit our Site.

Collection of Information

We collect information you provide to us when visiting our Site, or interacting with us in any other manner, including your name, address, email address, phone number, country, and any other information you choose to provide. We collect this information when you contact us online, submit an inquiry, or interact with us through any other method.

We collect information relating to your interactions with us and our Site, such as browser type, IP address, pages visited and other activities on the Site, device type, and time and date of visit.

The provision of information is sometimes required by law and at other times is a result of a contractual requirement. You may be required to provide information, for example in a case where we sign a contract with you, and the non-provision of information could, in certain circumstances, prevent a transaction from concluding.

Use of Information

We may process your information for any lawful purpose, including the following:

- To provide products and services you request;
- To provide our services;
- To respond to your inquiries or contact you as you request;
- To operate and improve the Site and our business, including for analytics purposes;
- To comply with the law; and/or
- As otherwise disclosed at the time personal information was collected.

We do not use automatic decision-making or engage in profiling.

Where we intend to process your personal information for a purpose other than the purpose for which it was collected, we will provide you with information regarding the purpose for the processing, as well as other relevant information, prior to processing your personal information for the new purpose.

Sharing of Information

We may share the information we collect with other parties, including the following:

- Affiliated companies;

- Third party vendors that perform services on behalf of Cut & Run;
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding;
- Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, or to protect our rights or the rights of third parties; or
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been anonymized or aggregated without limitation.

Third Party Links

The Site may provide links to websites or applications maintained by third parties, including social media pages. We do not control the privacy practice of those websites or applications, and they are not covered by this privacy notice. You should review the privacy notices of other websites or applications that you use to learn about their data practices.

The Site may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share Personal information or you otherwise interact with these features on the Sites, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with these third parties and the use of their features are governed by their privacy notices. We encourage you to carefully read the privacy notices of any accounts you create and use.

Cookies

Our Site uses cookies and similar technologies. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree.

For individuals visiting our website from the European Economic Area, United Kingdom, or Switzerland, you can find more information about the individual cookies and similar technologies used on our Site, the purposes for which they are used, and their expiration periods in the table below:

Cookie Name	Duration	Purpose	More Information
_gat	2 years	Google Analytics Tracking	https://developers.google.com/analytics/devguides/collection/analyticsjs/display-features
_gid	Session	Google Analytics Tracking	https://developers.google.com/analytics/devguides/collection/analyticsjs/display-features
region	1 year	User region detection	
_gads	2 years	Google Analytics Tracking	https://policies.google.com/technologies/types?hl=en

Cookie Name	Duration	Purpose	More Information
_qca	5 years	_qca	
_ssid	2 years	Google Analytics Tracking	
_fbp	Session	Facebook remarketing	
_gcl_au	3 months	Google Analytics Tracking	
_mkto_trk	2 years	Email marketing tracking	https://documents.marketo.com/legal/cookies/
continuous_play_v3	2 years	Vimeo player	
has_logged_in	2 years	Vimeo player	
player	2 years	Vimeo player	
rtk_gdpr_a	Persistent	Vimeo player	
rtk_gdpr_c	Persistent	Vimeo player	
vimeo_cart	2 years	Vimeo player	
vuid	2 years	Vimeo player	

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our Site.

Analytics

We may work with third parties that collect data about your use of the Site over time for non-advertising purposes. Cut & Run uses Google Analytics services to improve the performance of this Site and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our Site, visit <https://www.google.com/policies/privacy/partners>. To opt out of Google Analytics visit <https://www.tools.google.com/dlpage/gaoptout/>.

California Privacy Rights

This section contains disclosures required by the California Consumer Privacy Act (“CCPA”) and applies only to “personal information” that is subject to the CCPA.

Personal Information We Collect. In the preceding 12 months, we collected the following categories of personal information about California consumers. We do not, and will not, sell personal information

Categories of Personal Information	Disclosed for business purposes to the following categories of third parties:
Personal and online identifiers (such as first and last name, email address, or unique online identifiers)	All categories listed below.
Internet or other electronic network activity information (such as browsing history, search history, interactions with a website, email, application, or advertisement)	All categories listed below.
Geolocation information	All categories listed below.

Categories of Sources. We collect personal information from the following categories of sources:

- Consumers;
- Internet service providers;
- Data analytics providers;
- Operating systems and platforms;
- Social networks; and
- Service providers.

Why We Collect, Use, and Share California Information. We use and disclose the personal information we collect for our commercial and business purposes, as further described in this Privacy Policy. These commercial and business purposes include, without limitation:

- Our commercial purposes, including marketing, advertising.
- Our business purposes as identified in the CCPA, which include:
 - Auditing related to our interactions with you;
 - Legal compliance;
 - Detecting and protecting against security incidents, fraud, and illegal activity;
 - Debugging;
 - Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics;
 - Internal research for technological improvement;

- Internal operations;
- Activities to maintain and improve our services; and
- Other one-time uses.

We disclose the categories of personal information designated above to the categories of third parties listed below for business purposes:

- Service providers;
- Affiliates not under the Cut & Run brand;
- Internet service providers;
- Data analytics providers;
- Operating systems and platforms; and
- Social networks.

Your Rights Regarding Personal Information. California residents have certain rights with respect to the personal information collected by businesses. If you are a California resident, you may exercise the following rights regarding your personal information, subject to certain exceptions and limitations:

- The **right to know** the categories and specific pieces of personal information we collect, use, disclose, and sell about you, the categories of sources from which we collected your personal information, our purposes for collecting or selling your personal information, the categories of your personal information that we have either sold or disclosed for a business purpose, and the categories of third parties with which we have shared personal information;
- The **right to request that we delete** the personal information we have collected from you.
- The right to **opt out of our sale(s)** of your personal information. Please note that if you opt out of certain types of sales, we will be unable to provide you with the services that rely on such sales.
- The **right not to receive discriminatory treatment** for the exercise of the privacy rights conferred by the CCPA.

To exercise any of the above rights, please contact us using the following information and submit the required verifying information, as further described below:

- By email at: sarah.oord@cutandrun.com
- Via mail to: Cut+Run 2044 Broadway, Santa Monica, CA 90404

Verification Process and Required Information. Note that we may need to request additional information from you to verify your identity or understand the scope of your request, although you will not be required to create an account with us to submit a request or have it fulfilled. We will require you to provide, at a minimum we will require your name and email address.

Authorized Agent. You may designate an authorized agent to make a CCPA request on your behalf by completing and mailing [this form](#).

Minors' Right to Opt In. We do not have actual knowledge that we sell the personal information of minors under 16 years of age.

Contact for More Information. For questions or concerns about Cut & Run's privacy policy or practices, please contact us using the method identified in the "Contact" section.

European Data

This section applies to individuals that visit the Site from the European Economic Area, United Kingdom, and Switzerland.

Legal Basis for Processing

Cut & Run processes personal information with your consent. For example, when Cut & Run processes personal information to provide goods and services you request, such as to provide personal information to third parties at your direction.

On certain occasions, we process your personal information when it is necessary for the performance of a contract to which you are a party, such as to provide services to you that you have requested. We may also process your personal information to respond to your inquiries concerning our products and services.

On other occasions, we process your personal information where required by law. We may also process your personal information if necessary to protect your interests or the interests of a third party.

Additionally, we process your personal information when necessary to do so for direct marketing purposes and this interest is not overridden by your data protection rights. Where we process your personal information for this purpose, our legitimate interest is to provide our services and secure our Site.

If the processing of personal information is necessary and there is no statutory basis for such processing, we will ask for your consent to process your personal information. You have the right to withdraw your consent to processing of personal information at any time.

If you wish to exercise the right to withdraw consent, contact us via EMAIL dataprotectionofficer.uk@cutandrun.com

Transfers of Personal information

Please be aware that the personal information we collect may be transferred to and maintained on servers or databases located outside your state, province, country, or other jurisdiction, where the privacy laws may not be as protective as those in your location. If you are located outside of the United States, please be advised that we process and store personal information in the United States.

We will only transfer your personal information if:

- The country to which the personal information will be transferred has been granted a European Commission adequacy decision;
- The recipient of the personal information is located in the United States and has certified to the US-EU Privacy Shield Framework; or
- We have put in place appropriate safeguards in respect of the transfer.

Rights Under the GDPR

You have a right to the following:

- To request access to the personal information we hold about you;
- To request that we rectify or erase your personal information;
- To request that we restrict or block the processing of your personal information;
- Under certain circumstances, to receive personal information about you that we store and transmit to another without hindrance from us, including requesting that we provide your personal information directly to another, i.e. a right to data portability; and
- Where we previously obtained your consent, to withdraw consent to processing your personal information.

To exercise these rights, contact dataprotectionofficer.uk@cutandrun.com

See the “Contact” section below. Please be aware that Cut & Run may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so.

Additionally, you have the right to lodge a complaint against us. To do so, contact the supervisory authority in your country of residence.

Retention

We will process and store your information only for the period necessary to achieve the purpose of the storage, or as permitted by law. The criteria used to determine the period of storage of information is the respective statutory retention period. After expiration of that period, the corresponding information is routinely deleted, as long as it is no longer necessary for the fulfillment of a contract or the initiation of a contract.

Security Measures

Cut & Run has established reasonable precautions to protect collected Personal information from loss, misuse, unauthorized access, disclosure, alteration or destruction, which include contractual, administrative, physical, and technical steps. Technical measures include use of firewall protection and encryption technology where appropriate. Please note that while we have endeavored to create a secure and reliable site for users, the confidentiality of any communication or material transmitted to/from Cut & Run cannot be guaranteed.

Changes to Our Privacy Policy

Cut & Run will from time to time review and revise these practices. We will post any changes to the Privacy Policy here. Please refer back to this Privacy Policy on a regular basis.

Contact

If you have questions, comments, or concerns about this privacy notice, please contact us at:

dataprotectionofficer.uk@cutandrun.com.

For users located in the European Economic Area, the United Kingdom, or Switzerland, our Data Protection Officer may be contacted at:

dataprotectionofficer.uk@cutandrun.com.