

ON FOOD'S PRIVACY POLICY

At ON Food, Inc. ("ON Food", "us" or "we") we are committed to protecting your privacy. This Privacy Policy explains the types of personal information that we receive and collect when you use our website at onfood.com and other ON Food-branded urls and the services offered through such sites (collectively, the "Site") and how we use and share that personal information.

Personal Information Policy

When you place an order on our Site, we collect certain information in order to fulfil that order, which may include your name, e-mail address, mailing address, credit card number, and related information. When you register for membership on our Site, we also collect personal information. The information we collect when you place an order or register for membership on our Site allows us to process and fulfil your order and to notify you of your order status and to provide you with the services we provide through the Site. We also use this information to occasionally notify you about important functionality changes to the Site, new ON Food services, and special offers we think you'll find valuable.

We may use the personal information we collect from you for any of the following purposes: (1) to fulfil your requests for products and services; (2) to provide you with offers (3) to contact you when necessary; (4) to review Site usage and operations; (5) to address problems with the Site, our business or our products and services; and (6) to protect the security or integrity of the Site and our business.

Your information may be shared with reputable third party associates of ON Food unless you have expressly asked us not to, the law requires it, or to protect the rights or property of ON Food.

Surveys

ON Food periodically ask members to participate in online surveys or fill out online questionnaires concerning topics such as the products, advertising effectiveness and customer satisfaction. All surveys and questionnaires are optional and the information collected will not be associated with any user's personal information. Information gathered may be shared with third parties in order to improve customer satisfaction and program effectiveness. No personal information of any user will be connected to survey or questionnaire results.

Cookies

When you use the Site, we gather web traffic information via "cookies". Cookies are small pieces of digital information stored by your browser on your computer and tracks initial and returning visits, browsing patterns on our site, and products ordered or viewed. Our cookies do not contain personally identifying information, but they enable us to identify you as a repeat visitor and help us personalize your

Site experience. You need to have cookies enabled on your computer in order to fully use our Site.

Web Beacons, Pixel Tags, and 3rd Party Cookies

ON Food, or third parties engaged by us, may use web beacons on some pages of the Site. A web beacon (also known as a pixel tag or clear GIF) is a graphic image which is used to better understand the browsing patterns of visitors to the page. When the HTML code for the web beacon points to a site to retrieve the pixel image, information can be passed along such as the IP address of the computer that requested the image, the time the web beacon was viewed and for how long, the type of browser that was used, and previously set cookie values. Web beacons DO NOT pass or read personally identifiable information about you. Web beacons work in conjunction with cookies set by trusted third parties that are used to assess the effectiveness of particular promotional campaigns or to optimize advertising once a user leaves a website. Third party websites, services and applications that are accessible through the Site or through which the Site may be accessed may place or read cookies on your browser. View your browser's help section to determine how to configure your browser to reject or manage first party (i.e., ON Food) and/or third party cookies. If you configure your browser to reject cookies, you may not be able to use portions of the Site that require you to sign in or take advantage of all the features of the Site. ON Food shares aggregated information collected through web beacons to vendors for which the beacon was set to determine the success of marketing campaigns, but does not disclose personally identifying information to these vendors.

How does ON Food protect customer information?

Protecting your information is important to us. We use industry standard technologies to protect the security of your information. We have taken certain physical, electronic, contractual and managerial steps designed to safeguard the information we collect from you. Unfortunately, no data transaction over the Internet can be guaranteed to be 100% secure, and no protection measures are perfect or impenetrable. As a result we cannot ensure the security of information you transmit to us, and you acknowledge that you do so at your own risk.

How does ON Food use third party information it collects?

From time to time, we collect third party email addresses or other contact information from our users and customers so that we may send information to their friends and family on an as-requested basis. For example, we may collect email addresses when a customer provides us with that information so that we may send out invitations or referral coupons. We also require the same type of information when users utilize certain functions such as "email this to a friend" features.

Will ON Food disclose the information it collects to outside parties?

ON Food shares information with third party intermediaries for shipping and billing purposes and with other third party intermediaries that provide a service for ON Food to help us operate our business and the Site or administer activities on our

behalf. These companies may include Cybercash, United Parcel Service, Federal Express, Visa, MasterCard, Discover, and American Express and others.

ON Food may provide aggregate statistics about our customers, sales, traffic patterns, and related site information to reputable third-party vendors. In addition, from time to time, we may make customer e-mail addresses, postal addresses and telephone numbers available to other reputable business associates whose products or services might be of value to you. If you do not want us to share your information with other companies or organizations, please let us know by calling us at 1-800-411-6636 or writing to us at Customer Service, ON Food Inc. 468 North Camden Drive, Beverly Hills, CA 90210

ON Food may also disclose your personal information to third parties in certain limited circumstances, as follows: (1) as necessary if we believe that there has been a violation of the terms and conditions applicable to use of the Site, of the law, of our rights or of the rights of any third party; (2) to respond to judicial process and provide information to law enforcement agencies or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law; (3) if our company or substantially all of its assets are acquired, your personal information may be one of the transferred assets; and (4) if you have given permission for us to share your account information with other members of your household.

Our Bulletin Boards, Social Media Pages, Chat Rooms & User Blogs

Our program provides support through bulletin boards, chat rooms (support groups), social media pages and blogs. This format gives our members the opportunity to interact with each other. You are offered the opportunity to include your e-mail address with your message, but you are not obligated to do so. Please keep in mind that whenever you voluntarily disclose personal information online (whether it is on message boards, through e-mail, in meeting rooms, on social media pages or in blogs) your information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return. We cannot control the actions of any third parties. We will not sell or share with any third parties your e-mail address or any other personally identifying information from our bulletin boards, social media pages, chat rooms or blogs. We reserve the right to copy and post both within the Site and any social media outlets through which we are engaged, any comments, pictures or other information you post on the bulletin boards, social media pages, chat rooms, blogs, or elsewhere on the Site, without any further notice to you or any remuneration therefore.

Your Consent and Notification of Change

By using the Site, telephone consultation, or mailing in requests for information you consent to the collection and use of your information by ON Food in accordance with this Privacy Policy. This Privacy Policy may be revised periodically without further notice to you and this will be reflected by the "last modified" notice below. Please

revisit this page to stay aware of any changes. Your continued use of the Site constitutes your agreement to this Privacy Policy and any future revisions. If we decide to change our privacy policies, then we will post those changes to this page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. For revisions to this Privacy Policy that may be materially less restrictive on our use or disclosure of personal information you have provided to us, we will make reasonable efforts to notify you and obtain your consent before implementing such revisions with respect to such information. If we make such material changes to this policy, then we will notify you here in this Privacy Policy, by email, or by means of a notice on the Site home page. You should check this posted Privacy Policy for changes.

Notices and Communications

We may use your personal information to send you notices relating to your ON Food account, transactions through the Site and your agreement for the use of the Site, including any notices required by law. We may also use your personal information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. Out of respect for our users' privacy we provide a way to opt-out of these marketing communications. If you decide at any time that you no longer wish to receive such communications from us, please follow the unsubscribe instructions provided in any of the communications. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating to your account transactions.

Corrections/Updates

To make changes to any of your personal information, including name, username, password, shipping address, and telephone number, you can click in the My Account section of the ON Food web site or call ON Food at 1-800-411-6636. Household members may not make changes to your account information, or cancel or renew your account without your express permission.

Third-Party Websites

Our site may contain links to third-party websites, which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these sites. Accordingly, we recommend that you review the privacy policy posted on any site that you may access through our site.