

## Magnolia Privacy Policy

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### **Privacy Policy**

At Magnolia, we respect our guests and care about our guests' privacy. Therefore, Magnolia Business Ventures, LLC and its subsidiary and affiliated entities (collectively, "Magnolia") have posted this Privacy Policy (the "Policy") to let you know what kind of information we collect, how it is handled, and with whom it may be shared.

This Policy will likely change as we continue to develop our websites, mobile applications and online services or programs (collectively "websites"), so we encourage you to refer to this Policy on an ongoing basis, so that you understand our current Policy.

If you have any questions or concerns, please don't hesitate to contact us at [privacy@magnolia.com](mailto:privacy@magnolia.com). If you would like to access this Policy in an alternative format, please reach out to [privacy@magnolia.com](mailto:privacy@magnolia.com) or call 844-244-2006.

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**SECTION 1 – WHAT INFORMATION WE COLLECT AND HOW WE USE IT**

We collect various types of information both online and offline. Examples of such information include:

- **Order Information.** When you purchase something or make a donation from one of our websites, we collect certain personal information, such as your name, address, phone number, and email address, in order to process your purchase and perform our contract to provide you with services.
- **Feedback/Support.** When you send us a message, we collect your email address so that we can respond to you. We base our processing of feedback and support communications on your consent.
- **Account Information.** When you create an account with us, we collect personal information such as your name, address, telephone number, and email address in order to expedite any future purchases. We collect account information from guests who consent to such collections.
- **Promotion Information.** When you register and/or participate in any event, program, contest, surveys or other promotion that we may offer from time to time (collectively, “Promotions”), we may collect certain information from you, such as contact information. We collect Promotion information from guests who consent to such collections. We also have a legitimate interest in providing our guests with value-add services such as events and promotions.
- **Employment Applications.** When you begin or complete the application process for employment by Magnolia Personnel Group, LLC, we collect personal information such as your name, address, and phone number in order to process your application and to perform our contract of employment, or the anticipation of a contract of employment with you. In some contexts, we are also required by law to collect information about our employees.
- **Mailing Lists and Blogs.** When you comment on our blog or sign up to receive news and special offers from us, we may use your email address in order to communicate with you about Magnolia products, services, or events we think may be of interest to you (as permitted by law). We share information about our products and services with individuals that consent to receive such information.
- **Website Interactions.** When you browse our websites, we may also collect certain information which by itself, cannot be used to identify or contact you. This includes demographic information (such as your age, gender, income, education, zip code, etc.), technical information (such as your computer’s internet protocol (IP) address, device screen resolution, device type, operating system, mouse movements, location and clicks, keypresses and the type of browser you are using), and information you provide us while

using our websites (such as the terms you enter in the search function of our websites). We have a legitimate interest in evaluating consumer trends and usage related to our websites, and improving our website content and offerings accordingly. We also have a legitimate interest in detecting and preventing fraud.

- **Device Identifiers.** In addition to the above-described information, we and our third-party service providers may collect additional information when you utilize any of our mobile applications, including the type of mobile device you use, the temporary or persistent unique device identifiers (sometimes called UDID), the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, and information about the way you use our mobile applications. We have a legitimate interest in identifying unique visitors, understanding how users interact with us on their mobile devices, and providing features like automatic product updates.

In addition to the information that we collect from you directly, we also receive information about you from other sources, including third parties, business partners, franchisees, our affiliates, other users who provide information about you, marketers, or publicly available sources. We will retain your personal information as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or not prohibited by law.

## **SECTION 2 – YOUR CONSENT**

In many circumstances, we will not collect or process your personal information without your consent. We will ask for your express consent where required or where we find it appropriate. You may withdraw your consent at any time by emailing us at [privacy@magnolia.com](mailto:privacy@magnolia.com) or mailing us at: Magnolia Market, P.O. Box 889, Waco, Texas 76703 United States, Attn: IT & Security Director.

## **SECTION 3 – HOW WE SHARE YOUR INFORMATION**

We may disclose the information categories described herein with the third parties described below.

### ***Third-party Service Providers***

We share your personal information with third-party service providers who perform a variety of services and functions on our behalf, such as customer support, administering our promotions, marketing or promotional assistance, data analytics, online advertising, technology services and platforms, processing payments and other services.

### ***Affiliated Parties***

We share your personal information within the family of Magnolia companies, including our subsidiary and affiliated companies, franchisees, licensees and joint venture partners (collectively, our "Affiliates") to provide and improve our products and services, and so that they and we can offer you products and services that may be of interest to you.

### ***Business Partners***

We share information with third parties with whom we have business relationships, such as our co-promotional partners, advertisers, ad networks, and data marketing services, for purposes such as offering products and services that may interest you.

### ***Sweepstakes, Contests & Promotions***

When you register or enter a promotion, sweepstakes, or contest through our Websites, we share the information you provide for such purposes with authorized third-party service providers (as described above), participating sponsors, and advertising partners. Further, by entering any promotion, you are agreeing to the official rules that govern that promotion, which may require you to take certain actions, including, except where prohibited by law, allowing Magnolia and/or the sponsor(s) of the promotion to use and publicly release your name, voice, and/or likeness in advertising or marketing associated with the promotion. Please review the relevant promotion, sweepstakes, or contest rules for more information.

### ***Online Advertising***

We work with certain third parties for advertising or promotional purposes, including to: conduct special events; serve advertisements across the Internet; track and categorize your activity and interests over time on our websites and mobile applications, and on third-party websites and mobile applications; and to identify the different devices you use to access websites and mobile applications. We may share your information with these third parties as described in this Policy, and these third parties may collect information from you independently as described in their privacy policies. The information that these companies collect or that we share may be used to customize or personalize the advertisements that are displayed to you.

### ***Aggregate Information***

We aggregate and/or de-identify information such that it is not linked to you or your device. This aggregate information does not include your personal information. This Policy does not limit our ability to disclose aggregated or de-identified information that is not linked to you. We may use and disclose such information to our partners, advertisers, and any other third parties in our discretion.

### ***Business Transfer***

In the event we go through a business transition such as a merger, acquisition, bankruptcy, reorganization, or sale of all or a portion of our assets, or a diligence process in connection with a potential business transaction, the information we collect and maintain may be disclosed, sold, or transferred as part of that transaction. If such transfer is subject to additional restrictions under applicable

laws, we will comply with such restrictions.

### ***Other Disclosures***

Additionally, we may disclose your personal information and other related information in response to subpoenas, court orders, or other lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also collect and share personal information in order to investigate or take action regarding illegal activities, suspected fraud, violations of our Terms of Service, or as otherwise required by law or by government and regulatory authorities.

### ***Information You Post to Our Websites***

Keep in mind that any information that you choose to post to our websites, including product reviews and blog comments, can be seen, collected, and used by anyone who visits our websites. We are not responsible for unauthorized third-party uses of such information.

### ***Other Disclosures With Your Consent***

We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.

### ***Collection and Use of Personal Information of Magnolia Personnel Group, LLC for Employment Applicants***

If you complete an application for employment with Magnolia Personnel Group, LLC, or request information regarding such opportunities, we collect personal information that you provide in connection with your request for information and/or to evaluate your application for employment with Magnolia Personnel Group, LLC. We may also collect personal information about you from third parties to supplement, update or verify your information, and/or to process your application for consideration as a Magnolia Personnel Group, LLC employee. For example, our online employment application form is provided by Bamboo HR LLC, and we recommend that you review their privacy policy to understand how this third party handles your personal information. Applicable law may require that you authorize a third party to share your personal information with us before we can acquire it.

## **SECTION 4 – HOW WE PROTECT YOUR PERSONAL INFORMATION**

We take reasonable physical, technical, and organizational measures to protect the personal information collected on our websites. Of course, no method of transmission over the Internet or electronic storage is 100% secure. As we deem appropriate, we use security measures consistent with industry standards. However, we cannot guarantee the security of our databases, nor can we guarantee that information you provide us won't be intercepted during transmission over the Internet. In the event that we are required by law to inform you of a breach to your

personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

## **SECTION 5 – COOKIES AND SIMILAR TECHNOLOGIES**

When you visit or interact with our websites, we or our third-party providers may use cookies, web beacons, and other tracking technologies in order to operate our websites and services, to improve our performance, or to give you extra functionalities, all with the goal of providing a better experience for you.

Third parties that have content embedded on our website (such as buttons, widgets, and other embedded features or content) may set cookies on your browser or obtain information about the fact that you visited our websites from a certain IP address. Our third-party providers may also collect personal information as described in the section above. We do not authorize third parties to collect any other personal information from our websites unless you provide it to them directly.

### **What Are Cookies and How to Disable Them**

A “cookie” is a small piece of information sent to a visitor’s computer or other Internet-connected devices to uniquely identify the visitor’s browser or to store information or settings in the browser. It holds information a site may need to interact with you and personalize your experience. Our websites use both session cookies and persistent cookies.

Session cookies enable you to move from page to page and to use features on our websites while your browser remains open. For example, session cookies allow you to add products to your shopping cart and carry the contents of your cart to checkout.

Persistent cookies last from visit to visit. For example, persistent cookies may be used to recognize you as a previous user to provide a more personalized experience. They are stored in your computer, device, or browser until you choose to delete them.

The majority of web browsers accept cookies and similar files, but you can usually change the browser settings to prevent this. However, if you do so, some functionality of this website may be lost. Please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) for more information about cookies and how to disable them.

### **Do Not Track**

Our websites currently do not respond to Do Not Track signals in browsers.

## **SECTION 6 – CHILDREN’S PRIVACY**

It is our policy not to knowingly collect personal information from individuals under the age of 13. If you are a parent/guardian and you suspect that your child may have submitted personal information to us, please contact us. If we become aware that a child under 13 has provided us with personal information, we will strive to delete such information from our files as soon as possible.

If you are under 18 years of age and live in California, you have the right to request removal of content posted by you on our websites. Upon receipt of a fully completed removal request, we will use commercially reasonable efforts to remove content posted by you from our websites. Any such request does not ensure complete or comprehensive removal of your posted content. For example, your posted content may continue to appear on our websites if it has been reposted by others.

Additionally, while we may remove the content you posted from our websites, it may continue to be stored on our servers (although it will not be visible to other users of our websites). You must complete the removal request form accurately and in its entirety in order for the request to be processed.

### **How to Provide a California Minor Removal Request**

If you are a user under the age of 18 and reside in California, and you wish for your published content to be removed from our websites, please provide our Agent listed below with the following information in a written notice:

1. Confirmation that you are currently a legal resident of the state of California;
2. Confirmation that you are under the age of 18 by providing your birthday;
3. A description of the exact content that you are seeking to have removed (please provide a URL if possible);
4. Your full name; and
5. Your email address.

Our designated Agent for California Minor Removal Requests can be reached as follows:

Service Provider: Magnolia Market, LLC

Name of Agent of Request: Meredith Walker

By mail: P.O. Box 889, Waco, Texas 76703 United States, Attn: IT Director

By email: [privacy@magnolia.com](mailto:privacy@magnolia.com) (please add "California Minor Removal Request" to the subject line)

## **SECTION 7 – ADDITIONAL PRIVACY INFORMATION FOR CALIFORNIA RESIDENTS**

If you are a California resident, California law requires us to provide you with some additional information regarding the "personal information" (as defined in the California Consumer Privacy Act ("CCPA")) we collect from and about you, and your rights with respect to your personal information. You can find this additional information in our [California Privacy Notice below](#).

## **SECTION 8 – CHANGES TO THIS POLICY**

We reserve the right to modify this Policy at any time, so please review it frequently. This Policy was last updated November 1, 2023.

If our business undergoes a fundamental change such as, for example, a sale, merger, or transfer of all or a portion of our business or assets, we may disclose your personal information to the other parties in the transaction so that we may continue to provide products and services to you.

## **SECTION 9 – YOUR PRIVACY RIGHTS**

You may contact us at any time at [privacy@magnolia.com](mailto:privacy@magnolia.com) to (1) see what personal information we have about you, if any, (2) request a copy of your personal information in a portable format, (3) change or correct any personal information we have about you, (4) have us delete any personal information we have about you, (5) object to our use or disclosure of your personal information, or (6) express any complaints or concerns you have about our use of your personal information.

If required by law, upon request, we will comply with your privacy rights request. You should note that in many situations we may be unable to fully or partially comply with a request. For example, it is not technologically possible to change or delete each and every instance of the information we hold on you from our systems, and data may remain in non-erasable or aggregate form. We may retain data for a period in our backup or temporary systems. We may also retain some information for longer periods as required by law, contract, or auditing requirements.

If you are not satisfied with our response to your privacy rights request, you may appeal our decision by contacting us at [privacy@magnolia.com](mailto:privacy@magnolia.com). If you are in the European Union, you have a right to lodge a complaint with your local supervisory authority.

## **SECTION 10 – INFORMATION RECEIVED FROM NON-U.S. RESIDENTS**

If you are located outside the United States, please note that you may be transferring your personal information to a country that does not have the same data protection laws as your country. Where required, we take steps to treat personal information using the same privacy principles that apply pursuant to the law of the country in which we first received your information. By submitting your personal information to us you agree to the transfer, storage and processing of your information in a country other than your country of residence including, but not necessarily limited to, the United States. If you would like more information

concerning our attempts to apply the privacy principles applicable in one jurisdiction to data when it goes to another jurisdiction you can contact us using the contact information below.

## **SECTION 11 – LINKS AND SOCIAL NETWORK POSTING TOOLS**

Our websites may provide links to other third-party websites that are outside our control and not covered by this policy. For example, our websites provide social network posting and sharing buttons that allow you to post links to our content on your social network pages. When you click on these buttons or other links on our websites, the third party operating the linked site may be collecting information about your browser, device, and online activity through its own tracking technologies and subject to its own separate privacy policy, which may differ from ours. We are not responsible for the privacy practices of other sites and encourage you to read their privacy policies.

## **SECTION 12 – MAGNOLIA AND DISCOVERY+**

Magnolia Discovery Ventures, LLC (“MDV”) is an affiliate of Discovery and a joint venture between Discovery and Chip and Joanna Gaines’ company, XVI, LLC (“Magnolia”). If you have a Magnolia Perks account and a Discovery+ account, those accounts may be linked and allow your information to be processed by the above entities. This privacy policy does not apply to use of your personal information related to Discovery+.

## **SECTION 13 – QUESTIONS AND CONTACT INFORMATION**

We welcome your feedback and questions about this Policy. If for any reason you wish to contact us, please send us an [email](#). You can also send a letter to P.O. Box 889, Waco, Texas 76703 United States or call us at 844-244-2006.

### **California Privacy Notice**

This Privacy Notice for California residents supplements the Magnolia Privacy Policy, and applies to website visitors, app users, and customers in California. This

notice gives California residents additional information about our information collection and use practices required by the California Consumer Privacy Act of 2018 (“CCPA”), and also provides California residents with specific privacy rights.

## **Information About the Personal Information we Collect**

This following chart provides information about the categories of personal information that we collect, the categories of third parties to whom we disclose the information for business purposes. We do not “sell” your personal information as defined by California law. For information about our purposes for which we use the information and the sources of information, see Section 1 of the Magnolia Privacy Policy. In addition to the third parties listed below, we may disclose information (but not “sell” information) when requested to government entities, auditors, lawyers, consultants, and other parties as required by law concerning any category (e.g., in response to a subpoena).

### **Categories of Personal Information We Collect & To Whom We Disclose Personal Information to for a Business Purpose**

**Identifiers** – this may include real name, alias, postal address, unique personal identifier, online identifier, email address, account name, social security number, driver’s license number, passport number or other similar identifiers.

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

**Government Identifiers.** This may include social security number, driver’s license number, passport number or other similar identifiers.

Disclosed to:

- Affiliates or subsidiaries
- Business partners
- Other Service Providers

- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms

**Additional categories of personal information described in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))** – this may include signature, state identification card number, education, bank account number, credit card number, debit card number, and other financial information.

Disclosed to:

- Affiliates or subsidiaries
- Business partners
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms

**Characteristics of protected classifications** – this may include age, sex, race, ethnicity, physical or mental handicap, etc.

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

**Commercial information** – this may include information about products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms

- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

**Internet or other electronic network activity information** – this may include browsing history, search history, and information regarding an individual's interaction with an internet website, application, or advertisement.

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

**Geolocation data -**

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

**Audio, electronic, visual, thermal, olfactory, or similar information -**

Disclosed to:

- Affiliates or subsidiaries
- Business partners
- Other Service Providers

- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms

### **Professional or employment-related information -**

Disclosed to:

- Affiliates or subsidiaries
- Business partners
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms

### **Non-public education information** (as defined in the Family Educational Rights and Privacy Act).

Disclosed to:

- Affiliates or subsidiaries
- Business partners
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms

### **Inferences drawn from any of the information listed above -**

Disclosed to:

- Advertising networks
- Affiliates or subsidiaries
- Other individuals, services, and partners at your request
- Business partners
- Data analytics providers
- Data brokers
- Internet service providers
- Joint marketing partners
- Operating systems and platforms
- Other Service Providers
- Payment processors and financial institutions
- Professional services organizations, this may include auditors and law firms
- Social networks

### **California Information & Deletion Rights**

If you are a California resident, the CCPA allows you to make certain requests about your personal information. Specifically, the CCPA allows you to request us to:

- Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information, the business or commercial purpose for collecting your personal information, and the categories of third parties with whom we share/disclose personal information;

- Provide access to and/or a copy of certain personal information we hold about you;
- Provide a copy of certain personal information we hold about you in a portable format;
- Delete certain personal information we have about you; and
- Provide you with information about the financial incentives that we offer to you, if any.

Please note that certain information may be exempt from such requests under California law. For example, we need certain information in order to provide the Services to you.

Verification: We will take reasonable steps to verify your identity before responding to a request. At a minimum and depending on the sensitivity of the information you are requesting and the type of request you are making, we will ask you to verify your name, e-mail address, and physical address.

You are also permitted to designate an authorized agent to submit certain requests on your behalf. In order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorized agent's request.

If you would like further information regarding your legal rights under California law or if you would like to exercise any of your rights, please submit your request using the following intake form: <https://magnolia.com/donotsell/> Otherwise, you may contact us at the following toll-free phone number to make your request:

Toll free: 844-244-2006

### **Notice of Right to Opt-Out of Sale of Personal Information**

California residents may opt out of the "sale" of their personal information. Under the CCPA, "sale" is broadly defined to mean the sharing of personal information with third parties who are not acting as our service providers or who are otherwise not restricted from using data only on our behalf or pursuant to an applicable CCPA exception. In some circumstances, we may share certain of your information with third parties to provide you with offers, promotions, and opportunities that may be of interest to you, which may be considered a "sale" under the CCPA.

The CCPA further provides you with the right to not be discriminated against (as provided for in applicable law) for exercising your access, deletion or sale opt out rights.

### **California Shine the Light Requests**

If a company shares “personal information” (as defined in California’s “Shine the Light” law, Civil Code § 1798.83) with third parties for their direct marketing purposes (e.g., to send offers and information that may be of interest to you), California law requires that the company either provide a mechanism by which consumers can obtain more information about such sharing over the prior calendar year, or provide a mechanism by which consumers can opt out of such sharing.