

PRIVACY POLICY

Scoops by Maximus, LLC

Effective Date: October 16, 2026

Scoops by Maximus, LLC (“Scoops by Maximus,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit www.scoopsbymaximus.com, purchase products, sign up for emails, participate in events or promotions, or otherwise interact with us.

1. Who We Are

Business: Scoops by Maximus, LLC

Website: <https://www.scoopsbymaximus.com>

Email: scoopsbymaximus@gmail.com

Registered Address: 82 Wendell Ave., Ste. 100, Pittsfield, MA 01201, United States

Our website is hosted through Wix. We currently use Wix analytics for website measurement, to the extent enabled in our website configuration.

2. Information We Collect

The information we collect depends on how you interact with us.

A. Information You Provide

You may provide personal information when you place an order, contact us, sign up for a newsletter, complete a form, participate in a market or event, or enter a promotion.

This may include:

- Name, email address, telephone number, and shipping or billing address.
- Order details, products purchased, transaction history, and delivery information.
- Customer service communications, feedback, reviews, survey responses, and information you choose to share.
- Marketing preferences and email subscription status.
- Information voluntarily provided when participating in giveaways, contests, or community activities.

Please do not submit sensitive personal information unless it is genuinely necessary for a specific interaction.

B. Payment Information

Payments are processed through third-party payment providers available through our website. We may receive transaction information, such as payment status, amount, payment method, and transaction reference.

Payment providers handle payment information under their own terms and privacy practices. We do not intend to store complete payment card numbers or security codes on our own systems.

C. Information Collected Automatically

When you visit our website, Wix and its relevant website services may collect technical and usage information, which may include:

- IP address and general location derived from it.
- Browser, device, operating system, and language information.
- Pages viewed, referring pages, and interactions with the website.
- Website performance, diagnostic, and security information.
- Cookies or similar technologies used for essential website functionality or analytics, depending on the settings enabled.

We currently use Wix analytics only for website analytics. If we add other analytics, advertising pixels, or marketing tracking tools, we will update this Policy as appropriate and provide any notices or choices required by law.

D. Information from Service Providers

We may receive information from service providers that help operate our website, process payments, ship orders, provide analytics, manage email subscriptions, or support customer service.

We may also receive information when you interact with our business through third-party platforms, subject to their policies.

3. How We Use Personal Information

We may use personal information to:

- Process and fulfill orders and deliver purchases.
- Send order confirmations, shipping updates, and other transaction-related communications.
- Respond to questions and resolve complaints.
- Manage newsletter subscriptions and send marketing communications where permitted.
- Administer promotions, giveaways, surveys, and customer feedback programs.
- Operate, maintain, secure, and improve our website and products.

- Understand general website traffic and performance through Wix analytics.
- Detect fraud, unauthorized transactions, and security incidents.
- Maintain accounting, tax, and other business records.
- Comply with applicable laws and enforce our agreements.
- Protect our business, customers, and legal rights.

We use personal information for purposes reasonably related to the circumstances in which it was collected or as otherwise permitted by law.

4. Cookies and Analytics

Our website may use cookies and similar technologies necessary for website functionality, security, preferences, and Wix analytics.

These technologies may collect information about website visits, page interactions, device or browser characteristics, and website performance.

You can manage cookies through your browser settings and any cookie preference tool available on our website. Blocking certain cookies may affect website functionality.

Where required by law, we will obtain consent before using nonessential cookies or similar technologies.

The precise cookies used depend on the features and settings enabled on our Wix website. We recommend reviewing the Wix cookie and privacy settings periodically to ensure this Policy remains accurate.

5. Email Marketing and Event Signups

If you voluntarily subscribe to our newsletter or otherwise provide valid consent where required, we may use your email address to send product announcements, promotions, launch updates, newsletters, and other marketing communications.

You may unsubscribe at any time using the unsubscribe link in a marketing email or by contacting scoopsbymaximus@gmail.com.

We may use third-party email marketing services to manage subscriptions and send communications on our behalf.

Farmers markets, events, and Google Forms: If we collect email addresses through a market signup, QR code, Google Form, giveaway, or other event, we will explain the purpose of the collection. We will use those addresses for marketing only when the person has agreed to receive

marketing emails or when otherwise permitted by law. Entering a giveaway or providing an email for a separate purpose does not automatically enroll someone in our marketing list.

We may retain a record of subscription status and consent preferences to manage our mailing list and comply with applicable requirements.

Unsubscribing from marketing emails does not necessarily stop essential transactional communications, such as order confirmations or shipping notices.

6. How We Share Personal Information

We may share personal information with the following categories of recipients when reasonably necessary:

Website and hosting providers: Wix and services needed to operate our website and online store.

Payment providers: Services that process and verify payments.

Shipping and fulfillment providers: Services that deliver orders and provide tracking.

Email marketing providers: Services that manage subscriptions and deliver emails.

Analytics and security providers: Services that help measure website performance, maintain security, and prevent fraud.

Professional advisers: Accountants, attorneys, insurers, and other advisers where appropriate.

Legal authorities: Government agencies, regulators, courts, or other parties when required by law or when necessary to protect legal rights, safety, or property.

Business transactions: Parties involved in a proposed or completed merger, acquisition, restructuring, financing, or sale of our business, subject to applicable law.

We do not sell personal information for money. We do not authorize our email marketing providers to use our subscriber list for their own unrelated marketing purposes.

Certain privacy laws may define some data disclosures or advertising-related activities as “selling” or “sharing,” even when no money changes hands. If our practices fall within those definitions, we will provide the notices and opt-out choices required by applicable law.

7. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Policy, including fulfilling orders, maintaining tax and accounting records, managing subscriptions, resolving disputes, and complying with legal obligations.

Retention periods depend on the type of information, why it was collected, and applicable legal requirements.

When information is no longer needed, we will take reasonable steps to delete it, anonymize it, or securely dispose of it, subject to legitimate record keeping needs and applicable law.

8. Data Security

We use reasonable administrative, technical, and organizational measures intended to protect personal information against unauthorized access, loss, misuse, alteration, and disclosure.

No website or electronic storage or transmission system can be guaranteed to be completely secure. We cannot guarantee absolute security but take reasonable steps appropriate to the information we handle.

9. Your Privacy Rights and Choices

Depending on your location and applicable law, you may have rights to:

- Request access to certain personal information we hold about you.
- Request correction of inaccurate information.
- Request deletion of certain personal information.
- Obtain information about certain categories of personal information we collect, use, or disclose.
- Opt out of certain sales, sharing, or targeted advertising activities where applicable.
- Withdraw consent where processing is based on consent.
- Unsubscribe from marketing emails.

To submit a privacy request, email scoopsbymaximus@gmail.com with the subject line “Privacy Request.”

We may need to verify your identity before completing certain requests. Some information may be retained where permitted or required by law, including records needed for transactions, tax compliance, legal claims, or dispute resolution.

We will not unlawfully discriminate against you for exercising privacy rights available under applicable law.

Where applicable law requires recognition of a legally recognized opt-out preference signal, such as Global Privacy Control, we will process it as required.

10. Children's Privacy

Our website and products are intended for adults purchasing products for their households and pets. Our website is not directed to children, and we do not knowingly collect personal information directly from children under 13 through our website.

If you believe a child has provided personal information to us, please contact us so we can review the situation and take appropriate action.

11. Third-Party Websites and Services

Our website may contain links to third-party websites, social media platforms, payment providers, or other external services.

We are not responsible for the privacy practices of third parties that operate independently of us. We encourage you to review their privacy policies before providing personal information to them.

12. U.S. Processing and International Visitors

Our business is based in the United States, and we currently ship products only within the United States.

If you access our website from outside the United States, your information may be processed or stored in the United States or other locations where our service providers operate, subject to applicable law.

13. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our business, website settings, service providers, or legal obligations.

Where required by law, we will provide additional notice or obtain consent.

14. Contact Us

For questions about this Privacy Policy or to make a privacy request, contact:

Email: scoopsbymaximus@gmail.com

Website: <https://www.scoopsbymaximus.com>