

Last revised August 18, 2020

At Cofresco Foodservice, a division of Melitta USA Inc. (“Melitta,” “we,” “our,” or “us”), we respect your privacy. Our privacy policy (“Privacy Policy”) summarizes what personal information we collect, and how we use and disclose this information. This Privacy Policy also describes other important topics relating to your privacy. By using the Cofresco Foodservice website at <http://shopusa.wrapmaster.global> and <http://www.wrapmaster.global/usa> (the “Site”), or by choosing to submit personal information to Cofresco Foodservice, a division of MelittaUSA, Inc., you signify your consent to all of the terms of this Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use this Site or submit any personal information to Cofresco Foodservice, a division of Melitta USA, Inc.

What Personal Information Melitta Collects

We collect personal information when you voluntarily provide it through our Site, or when you provide it to us through other means. For example, we may collect personal information when you:

- Contact us through e-mail, telephone, or mail;
- Submit a contest entry or other correspondence to us;
- Provide us your contact information by completing our Contact form on our Site;
- Place an order on the Site; or
- Otherwise provide us with personal information or interact with us for any other purpose.

Examples of personal information we collect may include:

- Your name;
- Contact information, such as your address, telephone number, zip code, physical address or e-mail address;
- List(s) of items you have expressed interest in via our Site;
- Any other personal information, such as your birth date, that you voluntarily choose to submit to us.

Cookies and How Melitta Collects Information Through Technological Means

To enhance your experience on our Site, we may use a feature on your Internet browser called a "cookie" and/or other similar devices. Cookies are small files that your web browser places on your computer's hard drive. They are used for a variety of reasons, such as tracking click streams, and for load balancing. By using cookies, we can deliver faster service, consistent, updated results, and a better experience on our Site. Your browser gives you the option to reject cookies. However, setting your browser to reject cookies generally hinders the Site's performance.

When you visit our Site, we and third parties (as further described below) may collect technical information about your use of the Site that is automatically sent to us by your web browser or your internet service provider. This technical information may include:

- The domain name you are visiting;
- Your complete IP address;
- The type of browser and operating system you use;

- Which pages you view;
- Clickstream data;
- Customer traffic patterns;
- The date and time of your visit to the Site; and
- The files you request.

Please see the “Digital Advertising & Analytics” section below to learn more about the use of this information. We use this information to better understand how visitors use our Site, and to improve our Site to better meet your needs. The amount of information that is sent by your web browser depends on the browser and settings you use. Please refer to the instructions provided by your browser if you want to learn more about what information it sends to websites you visit, or how you may change or restrict this.

How Melitta Uses and Discloses Personal Information

The personal information, which may include technical information, we collect may be used by Melitta for the purposes for which it was collected, as provided in this Privacy Policy, or for other purposes that are disclosed to you and to which you consent. For example, we may use personal information to:

- Provide our products and services, including but not limited to processing your orders;
- Respond to your questions or inquiries and communicate with you;
- Conduct market research and surveys;
- Conduct promotional activities, including contests;
- Operate and improve our products, services and Site;
- Supply you with requested information on our products;
- To send you informational or promotional communications that you have agreed to receive;
- To carry out other purposes that are disclosed to you and to which you consent;
- To comply with the law and to maintain the security of our Site;
- To carry out any other purpose permitted or required by law;
- As otherwise disclosed at the time of collection or use; and/or
- With your consent.

Information Sharing

We may share personal information, including technical information, with third party service providers, vendors, consultants, agents, contractors, and other service providers that we use to support our business and assist us with carrying out our services and providing our products, such as processing orders and fulfilling requests. For example, we may:

- Share personal information to operate, maintain, and improve our Site;
- Share personal information to fulfill your orders;
- Use an online marketing service to assist in managing personal information on our behalf.

In addition, we may share personal information, including technical information, with third parties, such as our affiliates. We may:

- Share personal information for:

- 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.
- Transfer personal information we have about you in the event of an actual or potential merger, sale, acquisition, assignment, or transfer of all or part of our assets or products, including at bankruptcy.
 - Use or disclose personal information to third parties, if we have reason to believe that using or disclosing such information is necessary to: (i) conduct investigations of possible breaches of law; (ii) identify, contact, or bring legal action against someone who may be violating an agreement they have with us; (iii) investigate security breaches or cooperate with government authorities pursuant to a legal matter; (iv) respond to a subpoena, court order, or other legal process; or (v) to investigate, respond to, or resolve problems or inquiries (including law enforcement requests), to protect, enforce, or defend our rights, assets and/or interests, safety or property, or to enforce our Terms and Conditions.
 - Disclose personal information for any other purpose to which you consent or as otherwise disclosed at the time of collection.

Personal information collected online may also be combined with information you have provided to Melitta through other sources such as over the telephone.

Digital Advertising & Analytics

We may partner with ad networks and other ad serving providers (“Advertising Providers”) that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information Advertising Providers collect about your use of the Site and other websites or apps over time, including information about relationships among different browsers and devices. This type of advertising is known as interest-based advertising.

We adhere to the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles in connection with this interest-based advertising activity. You may visit the DAA Webchoices tool at <http://www.aboutads.info> to learn more about this type of advertising and how to opt out of it on websites by companies participating in the DAA self-regulatory program. If you delete your cookies or use a different browser or mobile device, you may need to renew your opt-out choices exercised through the DAA Webchoices tool. Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests. Additionally, your browser may offer tools to limit the use of cookies or to delete cookies; however, if you use these tools, our Site may not function as intended.

We may also work with third parties that collect data about your use of the Site and other websites or apps over time for non-advertising purposes. Among these third parties, we may use Google to improve the performance of the 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/>, and to opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

Your Choices

If you have provided us with personal information, but later decide you no longer want us to send you any information from us, you may unsubscribe by using the unsubscribe message in our commercial communications or by contacting ConsumerRelations@melitta.com. You will continue to receive communications related to our transaction(s) with you.

How we Protect Personal Information

The security of personal information is important to us. Although we have taken measures to help protect our Site, computer systems and any personal information that we have collected from unauthorized use, access, disclosure, misuse, alteration or destruction, no security measures can provide absolute protection.

Third Party Websites and Links

The Site may contain links to third party websites and embedded third party services, such as social media tools or “plug-ins” offered by third parties. These other websites or tools may have their own privacy policies and terms and conditions that are not governed by this Privacy Policy. For example, if you use social media tools or plug-ins to share personal information or you otherwise interact with social media features on the Site, those social media 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. We are not responsible for the privacy practices or the content of any website(s) owned and operated by any third parties. Other websites may collect and treat information collected differently, so we encourage you to carefully read and review the privacy policy for each website you visit before you provide any information to that website’s owner. Any links from this Site to other websites, or references to products, services or publications other than those of Melitta, do not imply the endorsement or approval of such websites, products, services or publications by Melitta.

Changes to this Privacy Policy

We may update this Privacy Policy to reflect the changes to our information practices. If we make any material changes with respect to how we treat your personal information we will notify you by email (sent to the email address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

California Privacy Policy: We are currently not shipping to the State of California

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, 2 forms of proof of identity and 1 form of proof of location..

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

How to Contact Us

If you have any questions regarding this Privacy Policy; questions regarding any personal information you have submitted to us; would like to submit a request to us related to this Privacy Policy, or report any violation of this Privacy Policy, please advise us by contacting our Consumer Relations Department by writing to:

Cofresco Foodservice, a division of Melitta USA, Inc.
13925 58th Street North, Clearwater, FL 33760
Attn: Consumer Relations

or

ConsumerRelations@melitta.com.

You may also call us at 1-888-635-4882.

Cofresco Foodservice, a division of Melitta USA, Inc. is committed to making our Site accessible for all customers, including those with disabilities. If you experience difficulty accessing our website content, you may get assistance and share feedback with our Customer Service associates at 1-888-635-4882.

Cofresco Foodservice, a division of Melitta USA, Inc. is committed to making our website accessible for all customers, including those with disabilities. We continually work to enhance our webstore experience, however we are not responsible for the accessibility of functionality provided by 3rd party vendors. If you experience difficulty accessing our website content, you may get assistance and share feedback with our Customer Service associates at 1-888-635-4882