

Privacy Policy

Effective Date: September 3, 2015

Thank you for visiting this website, which is owned by or on behalf of Einstein Noah Restaurant Group, Inc. or one of its parents, subsidiaries or affiliates (referred to collectively as “ENRG” or the “ENRG Family of Businesses”), which includes, without limitation, Caribou Coffee Company, Inc.

Please take a few minutes to review this Privacy Policy. It applies to the information—including personal information—we collect from or about you through any website owned by or on behalf of ENRG on which it is posted. In this Policy, we refer collectively to the websites it governs as “our Sites.”

Table of Contents

- Your Consent
- Privacy Notices
- Types of Information We Collect
- Collection of Information through 3rd Party Cookies
- How We Use Personal Information Collected Through This Site
- Your Choices
- How to Access, Update or Correct Your Personal Information
- Steps We Take to Safeguard your Personal Information
- How We Share Your Information With Others
- Children Under the Age of Thirteen
- Links to Other Sites
- This Policy May Change
- Questions About This Policy

Your Consent

Please take a few minutes to review this Policy before using our Sites. By using our Sites you are consenting to the collection, use, and disclosure of information as set forth in this Policy. If you do not agree to be bound by this Policy, you may not access or use our Sites.

This Policy is Part of Our Terms of Use

This Policy is part of the [Terms of Use](#) that govern your use of our Sites. A link to our [Terms of Use](#) is provided at the bottom of each page of our Sites.

Privacy Notices

This Policy may be supplemented or amended from time to time by “privacy notices” posted on our Sites. These privacy notices provide a level of detail that we cannot provide in this more general description of our privacy practices. For example, certain pages of our Sites may contain

privacy notices providing details about the information we collect on those pages, why we need that information, and choices you may have about the ways we use that information.

Types of Information We Collect

The information we collect through this Site falls into two categories: (1) data that you manually supply (by using a keyboard or touch screen), some of which may be Personal Information, and (2) non-personally identifiable information we collect automatically. In this Policy “Personal Information” means information that identifies you personally, alone or in combination with other information available to us. Examples of Personal Information include your name, address, and email address.

Please remember that this Policy applies only to information we obtain through our Sites. However, we may supplement the information we obtain through our Sites with information we obtain through other channels, such as from third parties, including our franchisees and data brokers. For example, we may supplement your profile with demographic and preference information that is supplied to us for each zip code in our database. By supplementing your profile, we are better able to provide product recommendations and special offers that will be of genuine interest to you. We may also use this additional information to further personalize our Sites and improve your experience while you are on our Sites.

Information You Manually Supply. ENRG collects all the data you and others knowingly, voluntarily, and manually provide when you use our Sites. Some of this data may be Personal Information. For example, we collect the Personal Information you provide when you place an order, sign up for our clubs and/or email updates, or contact us with questions.

At some of our Sites, you can submit information about other people. For example, if you order a gift or gift card or certificate online and want it sent directly to the recipient, you must submit the recipient’s name and address. We use this information to send your gift to the recipient. We also store this information so that you do not have to reenter it the next time you send a gift to the same recipient. We do not use this information to add the recipient to our mailing lists. On some of our Sites, you can email a message to a friend by entering your friend’s name and email address. We use the information you provide to personalize and send the message to your friend. We do not use this information for our mailing lists.

Some of our Sites have “Career” areas where you can search for open positions and apply for a job with us. When you submit an employment application, we ask you to provide certain Personal Information, including, but not limited to, your name, address, telephone number, email address, and employment history. If you send us an email to inquire about a position, the information we receive is the information you include in your cover letter, resume and email message. Please note that by submitting your information regarding employment opportunities to us, you authorize us to transmit and store your information in our recruitment database, to circulate that information as necessary for the purpose of evaluating your qualifications for job vacancies at ENRG, and to contact you about a possible employment opportunity. If you are hired by ENRG, the information you provide during the recruiting process will become part of

our employee records. The Career areas of our Sites are powered by CareerBuilder. To learn more about the services CareerBuilder provides, please visit CareerBuilder.com.

Information from Third-Party Social Media Platforms: You may be able to register with, log-on to, or enhance your profile on our Sites through a third-party social media platform, such as Facebook. By doing this, you are asking the third-party platform to send us registration information from your profile on that platform. We treat that information as we do any other information you give to us when you register, log-on, or enhance your profile. After you have connected, the third party may also send us additional information from your profile that allows us to offer certain functionalities on the pages you view.

To learn how to disconnect one of our Sites from Facebook, [click here](#). ENRG is not responsible for Facebook or the use or operation thereof. The foregoing is based on Facebook functionality as of the effective date of this Policy and you should see the Facebook Help Center for current information regarding Facebook and Facebook Connect, including use of Facebook Connect and disconnecting Facebook Connect.

Information Sent to Us by Your Web Browser: We collect information that is sent to us automatically by your web browser. This information typically includes your IP address, the identity of your Internet service provider, the name and version of your operating system, the name and version of your browser, the date and time of your visit, and the pages on our Sites that you visit. Please check your browser if you want to learn what information your browser sends or how to change your settings.

Your IP address is the identifier assigned to your particular computer when you access the Internet. IP addresses do not include your name, email address or other Personal Information, but in some cases, they can be used to identify you. For example, we or our service providers may link your IP address to account information that identifies you personally. If we suspect inappropriate or criminal activity or a threat to our Sites or their users, we may also share our server logs—which contain users' IP addresses—with the appropriate investigative authorities, who could use that information to trace and identify individuals.

Cookies and Similar Technologies. We use “cookies” and other web technologies to collect information and support certain features of our Sites. For example, we may use these technologies to:

- collect information about the ways visitors use our Sites—which pages they visit, which links they use, and how long they stay on each page;
- to support the features and functionality of our Sites—for example, to save you the trouble of reentering information already in our database or to prompt the settings you established on previous visits;
- to personalize your experience when you use our Sites; and
- to serve targeted advertisements about our products and services.

Generally, the information we collect using these web technologies does not identify you personally. We may, however, link the information that we collect through cookies with Personal Information that you provide to us.

Generally, if you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Please note, however, that your browser cannot screen out cookies that are sent by email.

Although you are not required to accept cookies when you visit this Site, you may be unable to use all of the functionality of this Site if your browser rejects our cookies.

Information from your mobile device: If you download one of our mobile applications or access one of our Sites through your mobile device, we may automatically collect certain information from or about your device. The types of information we may collect include the type of device you use, your device's unique ID, the IP address of your device, your device's operating system, the type of mobile browsers you use, and information about the way you use our mobile application.

We may also collect information about your device's geographic location, so that we can direct you to our nearby stores. We do not retain precise, real-time location information. Your mobile or tablet device may allow you to adjust your settings so that location information is not available to any mobile website or application. If you have questions about the security and privacy settings of your mobile or tablet device, please refer to instructions from your mobile service provider or the manufacturer of your device.

Collection of Information Through Third-Party Cookies

In addition to the cookies we deliver to your computer through our Sites, certain third parties may deliver cookies to you for a variety of reasons. For example, we use Google Analytics, a web analytics tool that helps us understand how visitors engage with our Sites. Other third parties may deliver cookies to your computer for the purpose of tracking your online behaviors across nonaffiliated websites and delivering targeted advertisements either on our Sites or on other websites.

You have choices about the collection of information by third parties on our Sites. For example, if you don't want information about your visit to our Sites sent to Google Analytics, you may download an Opt-out Browser Add-on by [clicking here](#). Please note that the Add-on does not prevent information from being sent to ENRG.

In addition, if you would like to opt-out of having interest-based information collected by certain entities during your visits to our Sites or other websites, please [click here](#). You will be directed to an industry-developed website that contains mechanisms for choosing whether each listed entity may collect and use data for online behavioral advertising purposes. It may be that some of the third parties that collect interest-based information on our Sites do not participate in the industry-developed opt-out website, in which case the best way to avoid third-party tracking of your online behaviors may be through your browser settings and deletion of cookies.

How We Use Personal Information Collected Through This Site

Generally, we use the information we collect through our Sites

- to provide the information, products and services you request;
- for security, credit or fraud prevention purposes;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use our Sites;
- to contact you with information and notices related to your use of our Sites;
- to contact you with special offers and other information we believe will be of interest to you (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- to better understand your needs and interests;
- to improve the content, functionality and usability of our Sites;
- to improve our products and services;
- to improve our marketing and promotional efforts; and
- for any other purpose identified in an applicable privacy notice, click-through agreement or other agreement between you and us.

Please see below for information about the choices you have about the ways we use your Personal Information.

Your Choices

In General: You have choices about the ways we collect, use and disclose your Personal Information as well as information we automatically collect from your computer. Discussed above are choices you have about delivery of cookies to your computer through our Sites. In addition, we may ask you to indicate your choices at the time we collect your Personal Information. For example, we generally provide to you an opportunity to “opt out” of receiving certain communications from us and/or our business partners.

Unsubscribing From Promotional Email/Text Communications: We include an “unsubscribe” link in each electronic newsletter or promotional email we send you, and you can always text STOP to learn how to stop receiving SMS text messages from us.

Previously Expressed Preferences: You may be able to change previously expressed preferences regarding how we use your Personal Information. If you have registered on our Sites, you can change certain privacy preferences through your account. Otherwise, please contact us using the information provided below.

Do Not Track Mechanisms: California law requires this Policy to address how we respond to any “Do-Not-Track (“DNT”) signal” delivered by your browser. Because of the changing state of technology and indecision within the industry regarding the meaning of DNT signals, we

currently do not make any guarantee that we will honor DNT signals.

How to Access, Update or Correct Your Personal Information

If you have registered on our Sites, you may be able to access, update or correct your Personal Information through your account settings. Otherwise, you may need our help. If you wish to access, update or correct your Personal Information, please contact us using the information provided below. We will respond to you within a reasonable time and, in any case, within the time limits established by applicable law. We may ask you for additional information to verify your identity. In most cases, we will provide access and correct or delete any inaccurate information you discover. In some cases, however, we may limit or deny your request if the law permits or requires us to do so or if we are unable to verify your identity.

Steps We Take to Safeguard your Personal Information

We maintain reasonable administrative, physical and technological measures to protect the confidentiality and security of Personal Information you submit on or through this Site. Unfortunately, no website, server or database is 100% secure. Therefore, we cannot guarantee its absolute security. For this reason, you should use care and discretion when you post content on this Site.

How We Share Your Information With Others

Third-Party Vendors. We share information collected through our Sites with third-party vendors who act for or on our behalf. For example, we may use third-party vendors for warehousing and delivery; marketing and advertising; data processing; software development; website hosting and management; information technology and office services; and legal, accounting, audit and other professional services. These third-party vendors may need information about you to perform their functions.

Within the ENRG Family of Businesses. When you upload information to one of our Sites, the owner of that Site may share your information with other members of the ENRG Family of Businesses. Before doing so, however, the owner of the Site may offer you the opportunity to “opt out” or “opt in,” as required by applicable law. Every member of the ENRG Family of Businesses is required to handle information collected through our Sites in accordance with this Policy and the privacy preferences you have expressed to us.

Franchisees. Many of our stores are owned and operated by our franchisees. We do not currently share the information we collect through this Site with our franchisees, except to provide the products, services or information you request. For example, if you place a catering order, we will share the information needed to fill your order and provide customer service for the appropriate store location.

User-Generated Content: In this Policy, “User-Generated Content” or “UGC” refers to all of content that you post on or through our Sites using the social networking tools we make available to you and that does not constitute Feedback. The UGC you submit on or through our Sites is

available to others who visit our Sites. Any Personal Information contained in UGC can be read, collected, or used by others, and could be used to send you unsolicited messages. In addition, we may use UGC you submit on or through our Sites for advertising campaigns and other promotions. We may or may not use your name in connection with such use, and we may or may not seek your consent before using the content for such purposes. Therefore, you should have no expectation of privacy with respect to UGC you submit on or through our Sites. You should not submit any content you do not wish to make available to the general public, and you must take special care to make sure your submissions comply with our Terms of Use. In particular, your submissions must not violate the privacy or other rights of others.

Business Partners. From time to time, we may share your information with selected third parties (other than our vendors) for their own marketing purposes. Before doing so, however, we may offer you the opportunity to “opt out” or “opt in” as required by applicable law.

Business Transfers. Your information may be transferred to successor organization if, for example, we transfer the ownership or operation of one or more of our Sites to another organization or if we merge with another organization.

Compliance with Laws and Protection of Our Rights and the Rights of Others. We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order or a subpoena. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of this Site; to enforce or apply our online [Terms of Use](#) or other agreements; or to protect our own rights or property or the rights, property or safety of our users or others.

As Described in a Privacy Notice. We reserve the right to disclose your information as described in any privacy notice posted on a page of this Site where you provide that information. By providing your information on that page you will be consenting to the disclosure of your Personal Information as described in that privacy notice.

As Described in a Click-Through Agreement. We reserve the right to disclose your information as described in any click-through agreement to which you have agreed.

Children Under the Age of Thirteen

We are proud of our Sites and we strive to ensure that they do not offend people of any age. However, our Sites are not intended for children or minors under the age of thirteen years without the permission of a parent or guardian. If you believe that a child has submitted Personal Information on or through one of our Sites without the consent and supervision of a parent or guardian, please contact us using the information provided below so that we can take appropriate action.

Links to Other Sites

Our Sites may provide links to other websites operated by third parties. We expect our service providers and business partners to be transparent about their data protection practices. Be aware,

however, that we have no control over third-party websites. This Policy does not apply to Personal Information collected on any third-party website. When you access third-party websites through a link on our Sites, please take a few minutes to review the privacy policy posted on that site.

This Policy May Change

We reserve the right to update or modify this Policy, at any time and without prior notice, by posting the revised version of the Policy on our Sites. The changes will only apply to the Personal Information we collect after we have posted the revised Policy on our Sites. Your use of any one of our Sites following any such change constitutes your agreement that all Personal Information collected from or about you through our Sites after the revised Policy is posted will be subject to the terms of the revised Policy.

To alert you to changes in this Policy, we will provide a notice at the top of this page for at least 30 days after the new effective date. Unless the change is a minor change (such as a change in our contact information or in our list of Sites) or a non-substantive change (such as the reformatting of our Policy), we will also post notices on our home pages and/or on the relevant pages of our Sites for 30 days after the new effective date to alert you to the change.

You may access the current version of this Policy at any time by clicking on the link marked “Privacy Policy” at the bottom of each page of our Sites.

Questions About This Policy

If you have any questions regarding this Policy or our privacy practices:

- Send an email to guestservices@einsteinnoah.com and write “Privacy Policy” in the subject line
- Write to us at: 555 Zang St., Suite 300, Lakewood, CO 80228
- Call 1-800-BAGEL ME