

SWEET INTEGRITY™ PRIVACY POLICY

Effective date: October 13, 2026

1. Who We Are

Sweet Integrity™ (“Sweet Integrity,” “we,” “us,” or “our”) operates www.sweetintegrity.org (the “Website”). This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our Website or voluntarily provide information to us.

2. Information We Collect

We may collect the following categories of information:

- Information you provide: If you subscribe to our email list or contact us, we may collect your email address, name if requested, and any information you choose to include in your message or submission.**
- Information collected automatically: When you visit our Website, certain information may be collected automatically, such as your IP address, browser type, device information, pages viewed, referring website, and general usage data. The information collected depends on our website hosting, security, and other technical tools.**
- Other information: If we introduce additional features or services in the future, we may collect other information that you choose to provide in connection with those activities. We will update this Privacy Policy as appropriate.**

Please do not submit sensitive personal information through our Website unless we specifically request it for a legitimate purpose.

3. How We Use Your Information

We may use personal information to operate, maintain, and improve our Website; send newsletters, updates, and other communications you have requested; respond to questions, comments, or other inquiries; maintain the security and functionality of our Website and help prevent fraud or misuse; comply with applicable laws and protect our legal rights; and carry out other purposes disclosed to you when information is collected or otherwise permitted by law.

You may unsubscribe from marketing emails at any time using the unsubscribe link included in the email.

Lawful Basis for Processing (UK and EU Visitors)

Where applicable data protection laws require us to identify a lawful basis for processing personal information, we rely on the basis appropriate to the activity. For example, we may rely on your consent to send you our email newsletter, on legitimate interests to maintain and secure our Website where permitted by law, or on a legal obligation where necessary to comply with applicable requirements. Where we rely on consent, you may withdraw it at any time. Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal.

4. How We Share Information

We may share personal information with service providers that help us operate our Website and email list, such as website hosting providers, email marketing platforms, and security or technical service providers. We may also disclose information when required by law, when reasonably necessary to protect our rights or the safety of others, or in connection with a merger, acquisition, reorganization, or transfer of some or all of our business assets.

We do not sell personal information for money. We do not share personal information for cross-context behavioral advertising unless our practices change and we provide any disclosures and choices required by applicable law. We do not otherwise disclose personal information to third parties except as described in this Privacy Policy, with your direction or consent, or as permitted by law.

5. Cookies and Similar Technologies

Our Website uses WordPress. Depending on the Website's configuration, plugins, hosting services, and embedded third-party features, cookies or similar technologies may be used to support website functionality, security, and preferences. We do not currently intentionally use website analytics or advertising tracking tools. However, our Website or third-party services may use certain technologies automatically. We will update this policy if our practices change.

You may be able to manage cookies through your browser settings. Disabling certain cookies may affect how the Website functions. Where applicable law requires consent for non-essential cookies or similar technologies, we will seek consent before activating them.

Do Not Track and Privacy Signals: Some browsers offer a Do Not Track setting. Our Website may not respond to all such signals. Where applicable law requires us to recognize

a browser-based opt-out preference signal, such as Global Privacy Control, we will handle that signal as required by law.

For additional information, please see our Cookie Policy, available on our Website.

6. Email Communications

If you subscribe to our email list, we may send you the newsletters, information, and updates you requested. We may use a third-party email service provider to manage subscriptions and deliver emails on our behalf. You may unsubscribe at any time by clicking the unsubscribe link in our emails. After you unsubscribe, we will stop sending you marketing emails, subject to any permitted administrative or transactional communications. We may retain limited information as necessary to record your unsubscribe request and honor your communication preferences. Where required by applicable law, we will obtain appropriate consent before sending marketing communications.

7. Your Privacy Rights

Depending on your location and applicable law, you may have rights concerning your personal information, including the right to request access to, correction of, or deletion of certain information, or to opt out of certain types of data processing.

Residents of California and other jurisdictions with applicable privacy laws may have additional rights, subject to legal requirements and exceptions. These may include rights to know what personal information is collected, request deletion or correction, obtain a copy of certain information, and opt out of the sale or sharing of personal information where applicable.

Additional Rights for UK and EU Visitors: Where the UK GDPR or EU GDPR applies, you may have the right to access your personal information; correct inaccurate or incomplete information; request deletion in certain circumstances; restrict certain processing; receive certain information in a portable format; object to certain processing, including processing based on legitimate interests where applicable; withdraw consent where processing is based on consent; and lodge a complaint with a relevant data protection supervisory authority. Individuals in the United Kingdom may contact the Information Commissioner's Office (ICO). Individuals in the European Union may contact the data protection authority in their country. These rights are subject to applicable legal requirements and exceptions.

To exercise your rights or submit a privacy-related request, contact us using the information in Section 13. We may need to verify your identity before completing certain requests. We will respond in accordance with applicable law. We will not unlawfully discriminate against you for exercising any privacy rights available to you.

8. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including maintaining our email list, honoring unsubscribe requests, addressing inquiries, protecting our Website, and complying with applicable legal obligations. Retention periods may vary depending on the type of information and the reason it was collected.

9. Data Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, loss, misuse, or disclosure. However, no method of transmitting or storing information electronically is completely secure, and we cannot guarantee absolute security.

10. International Visitors and Data Transfers

Sweet Integrity™ is based in the United States. If you access the Website from another country, your information may be processed or stored in the United States or other countries where we or our service providers operate. Data protection laws in those locations may differ from the laws in your country.

Where applicable data protection laws restrict international transfers of personal information, we will use an appropriate transfer mechanism and safeguards as required by law. Further information about applicable safeguards may be requested by contacting us.

11. Children's Privacy

Our Website is not directed to children under 13, and we do not knowingly collect personal information directly from children under 13. If we learn that we have collected personal information from a child in circumstances where parental consent or other action is required by law, we will take appropriate steps to address the information. If you believe a child has provided us with personal information, please contact us using the information below.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our Website, business practices, technology, or applicable laws. We will post the updated policy on this page and revise the effective date. Where required by applicable law, we will provide additional notice or obtain consent for material changes.

13. Contact Us

If you have questions about this Privacy Policy or wish to submit a privacy-related request, contact:

Sweet Integrity™

Sherman Oaks, California, United States

Email: [cookie at sweetintegrity dot org](mailto:cookie@sweetintegrity.org)

Website: www.sweetintegrity.org