

Privacy Notice

Effective date: January 20, 2026

At Nothing Bundt Cakes Franchising® LLC d/b/a Nothing Bundt Cakes (“Nothing Bundt Cakes”), we respect your privacy and are committed to protecting it.

This Privacy Notice (“Privacy Notice”) explains how Nothing Bundt Cakes collects, uses, discloses, and protects personal information that we collect about you and your rights with respect to that information. This Notice covers personal information we collect about you when you provide it to us, visit our website (www.nothingbundtcakes.com), visit any of our locations, use our mobile applications, or otherwise interact with us (collectively, our “Services”). It also covers information that we may receive from other persons or companies who may share your personal information with us.

Please be aware that Nothing Bundt Cakes is not responsible for the privacy practices of third parties, including independent franchisees that operate Nothing Bundt Cakes bakeries and the operators of other sites you may visit or that may be linked from our website.

If in any case our privacy practices differ from those explained in this Notice, we will let you know at the time we ask for or collect your personal information. For example, we maintain a separate [Privacy Notice for California Job Applicants](#).

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1. Personal Information We Collect

Generally, we collect the following types of personal information. The specific pieces of personal information we collect about you will depend on the nature of your relationship and interactions with us.

- **Identifiers and personal records**, including real name, alias, signature, mailing address, email address, telephone number, unique personal identifier, online identifier, IP address, account name, or other similar identifiers, bank account number, credit card number, debit card number, or other financial information, education, employment, and employment history. This category includes information described in Cal. Civ. Code § 1798.80(e).
- **Demographic information**, including age and date of birth, marital status, number of children, income level, languages spoken, race, ancestry, ethnic origin, gender, sex, marital status, and veteran or military status. We do not collect or maintain information about the age of people who use our websites.
- **Commercial information**, including records of personal property, products or Services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- **Internet or other electronic network activity information**, including browsing history, search history, and information regarding your interactions with our website, applications, or advertisements.
- **Geolocation data** collected through our website and precise geolocation data collected through our mobile app.
- **Audiovisual information**. Examples include audio or video recordings we may collect if you interact with us by phone or video, video collected from cameras in our bakeries, and photos or videos you may choose to share with us.
- **Professional or employment-related information**. Examples include current job title or employer.
- **Inferences** reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.
- **Sensitive personal information**. The list above includes the following categories of sensitive personal information: precise geolocation (location within a radius of 1,850 feet); personal information that reveals racial or ethnic origin.

Personal information does not include data from which your identity has been removed so that we can no longer identify you, which we may use for any purpose. Once information is deidentified, we will not attempt to reidentify it.

2. How We Collect Personal Information

We collect personal information from and about you in the following ways:

- **When you provide it to us**. For example, this may include personal information you provide when you purchase products, register for an account, subscribe to one of our newsletters or other communications, enroll in our rewards program, place an order, complete a survey, write a review, or when you otherwise contact us about our website, products, or Services.
- **Automatically via cookies and other tracking technologies**. We collect information using cookies, server logs, web beacons, and other similar technologies. Our Cookies and Other Tracking section provides more

detail and options regarding these technologies.

- **Created by us.** This includes creating records pertaining to you, providing you with a login or user ID, or otherwise generating personal information about you.
- **From those who help us run our business.** We may receive personal information from our affiliated companies, business partners, franchisees, service providers, and subcontractors. For example, if you purchase products from one of our franchisees or enroll in our rewards program at one of our franchisee's locations, the franchisee may provide us with personal information relating to your purchase.
- **From others.** We may receive personal information about you from third parties, including commercially available sources such as data aggregators, data brokers, public databases, advertising networks, social media networks, and data analytics providers. If someone orders one of our products online for delivery to you, that person may provide us with your delivery information.
- **Online Chat.** We and our service providers may collect and store personal information and other information that you provide through our online chat services, which may incorporate AI technologies. By using this feature, you understand that we and our service providers may process the information obtained through the chat services to provide the service.

3. Cookies and Other Tracking Technologies

We use cookies and other tracking technologies (such as web beacons) to collect and store information about your interactions with our online Services, including information about your browsing behavior. Our Services also support third-party cookies placed by our service providers and third parties, such as advertising partners.

Cookies are small files that a website transfers to your device through a web browser that enable the site's or a third party's systems to recognize your device and capture and remember certain information. Web beacons (also known as tracking pixels) are tiny graphics embedded invisibly on a webpage or in an email that may be used to deliver or communicate with cookies, to count users who have visited certain pages, and to understand usage patterns.

In general, we use cookies and other tracking technologies as follows:

- Where necessary to run our website
- To optimize the functionality of our website
- For analytics purposes
- For purposes of ad targeting and marketing
- To determine if our email messages have been opened and acted upon

Cookies vary in how long they last. "Session cookies" terminate shortly after you terminate your internet session. "Persistent cookies" are stored on your device until a set expiration date. We use both session cookies and persistent cookies on our website.

If you do not want to have cookies placed on your device, you should set your browser to refuse cookies before accessing our website. Please review your browser's Help menu for instructions, or visit www.thenai.org/how-to-opt-out/ for more information on how to control cookies.

Analytics. We use analytics services, including Google Analytics to better understand how you interact with our online Services. This software may collect information such as your IP address, location, operating system, access time, duration of visit, and actions you take within the Services. Google Analytics is owned and controlled by Google LLC. Data collected by Google is subject to its privacy policy. You may opt out of Google Analytics by installing the Google Analytics browser add-on, available on the Google Analytics opt-out page.

Session Tracking. Our Services may use session-replay technology to help us understand and analyze how visitors use our Services, and to improve them. When you interact with us online, information related to your browsing behavior (including your device IP address, device screen size, device type, browser information, country, and preferred language) may be collected by us or our session-replay providers.

Online Advertising. Our Services collect information about you in order to target advertisements to you when you browse the internet or use social media. One of the tools we use for this purpose is Google Ads, which is an advertising service provided by Google. Google uses cookies and other identifiers, in combination with its own data, to show you ads based on your usage of our website. You can personalize the ads you receive or opt out of ads from Google by visiting the Google Ads Settings page.

We also offer options to opt out of targeted advertising on our website. Please see [Privacy Choices and Rights](#) below for more information.

Additional options for opting out of interest-based advertising are available through the Digital Advertising Alliance, <https://optout.aboutads.info/>. The DAA's Canadian page is available [here](#).

Do Not Track Signals. Our website do not respond to "Do Not Track" signals sent by browsers, mobile devices, or other mechanisms.

4. How We Use Personal Information

We may use your personal information to provide our Services and conduct our business operations, including for the following purposes:

- To provide you with products and services you request or purchase from us or one of our franchisees.
- To process payment for products or services.
- To create and manage your account or to enroll you in our rewards program.
- To communicate with you about our Services, including providing you with the information or support that you request from us, including to send you newsletters.
- To allow you to enter our sweepstakes, contests, promotions, other programs that we may offer.
- To conduct market research.
- To develop and provide advertising tailored to your interests and to determine the effectiveness of our advertising.
- To improve our website, products or Services, marketing, customer relationships, and experiences.
- To develop new products and Services.
- To provide you with information about franchising opportunities with us.
- To communicate with you as part of our application process for potential franchisees, and maintain our relationship with current franchisees, including to provide operational, analytical, and other support.

- To notify you of special offers, discounts, updates, and products and services that we think may be of interest to you. To learn more about your choices with regards to these communications see [Privacy Choices and Rights](#).
- To manage our relationship with you, which may include notifying you about changes to our terms or Privacy Notice, providing you notices about your account, asking you to leave a review or take a survey, and addressing your feedback about our products or Services.
- To carry out our obligations, enforce our rights, and to protect our website, franchisees, customers, and other individuals, including to protect against or identify possible fraudulent transactions and protect the integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries.
- To better understand how users access and use our Services, to improve our products and Services, to respond to user desires and preferences, and for other research and analytical purposes.

In addition to the purposes described above, we may use and disclose any category of personal information we collect to comply with law, cooperate with and respond to law enforcement requests, or as otherwise required by applicable law, court order, or governmental regulations; to maintain appropriate records for internal administrative purposes; to protect our rights and interests and those of our franchisees, to resolve any disputes, to enforce this Privacy Notice or any of our other policies, to protect the rights or property of another, or to prevent harm; and to evaluate or conduct a merger, sale, or other acquisition of some or all of our organization or its assets.

5. Retention of Personal Information

We keep the categories of personal information described above for as long as necessary for the purposes described in this Notice or otherwise authorized by law. This generally means holding personal information for as long as one of the following apply:

- Your personal information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which we collected the information;
- Your personal information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the personal information was collected;
- Your personal information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case); or
- We are otherwise required or permitted to keep your personal information by applicable laws or regulations.

Where personal information is used for more than one purpose, we will retain it until the purpose with the latest period expires.

6. Disclosure of Personal Information

A. Disclosures for Business Purposes

We may disclose each of the categories of personal information we collect to affiliated companies, and to our franchisees, service providers, and contractors for the following business and commercial purposes:

- Performing services (including processing, maintaining, or collecting personal information) on our behalf related to the purposes for which we collect each category of personal information as described above (e.g., providing communications, technical, analytical, web hosting, data storage, application support, vendor management, billing and payment processing, customer support, accounting, auditing, insurance, legal, security, or other services)
- Ensuring security and integrity of personal information
- Debugging to identify and repair errors that impair existing intended functionality
- Short-term, transient use, including, but not limited to, non-personalized advertising
- Advertising and marketing services performed on our behalf
- Auditing related to ad impressions
- Undertaking internal research for technological development and demonstration
- Undertaking activities to verify or maintain the quality or safety of our products and Services
- To comply with applicable laws and regulations
- For safety and security
- Detecting, protecting against, or addressing malicious, deceptive, fraudulent, or illegal activity

We disclose sensitive personal information for more limited purposes, including: to provide our Services; to facilitate your provision of products, services, or information to us; to enter into contracts, make or request payments, or conduct pre-contract due diligence; to facilitate contract administration or account management; and for security purposes, including to detect and prevent fraud against you and/or us.

B. Targeted Advertising, Sales, and Sharing of Personal Information

We do not sell personal information in exchange for money. However, some of the ways in which we share personal information for advertising or analytics may be considered “sales” or “sharing” under state privacy laws. Listed below are the categories of personal information we share for purposes of targeted/cross-context behavioral advertising or otherwise “sell,” as that term is defined under relevant law:

- Identifiers
- Personal records
- Commercial information
- Internet or other electronic network activity information
- Geolocation data
- Inferences

We sell/share personal information with franchisees, advertisers, analytics providers, business partners, and similar third parties. The purposes for which we disclose this information include: showing you relevant ads while you browse the internet or use social media, obtaining certain types of analytics services, or similar purposes.

7. Privacy Choices and Rights

A. Privacy Choices

We provide options for you to control how we use your personal information. These include:

- **Marketing emails.** If you do not want to receive marketing emails from us, please click the Unsubscribe link found in any of the commercial emails we send to you. Note that this opt-out may not apply to email communications that relate to a transaction between us or to emails from our franchisees.
- **Accessing, updating and deleting your account.** If you have an account with us, you may access your account information, make updates to your account, or delete your account after logging into your account.
- **Opting Out of Targeted Advertising, Sales, and Sharing of Personal Information.** If you would like to opt out of targeted advertising, sales, or sharing of your personal information for cross-context behavioral advertising, please scroll down to the footer of our website, click on the “DO NOT SELL MY INFO” link, and use the options provided. You may also use the Global Privacy Control browser signal to opt out. If you choose to use a browser-based opt-out signal, you will be opted out of targeted advertising, sales, and sharing through tracking technologies such as cookies, and will need to turn it on for each browser you use. To submit a request to opt out of offline sales and sharing, please use our [webform](#).

B. State-Specific Privacy Rights

In addition to the options above, you may have additional privacy rights under the laws of the state in which you live. This section describes the rights of California residents and consumers in Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah and Virginia (collectively “Covered States”).

If you reside in a Covered State, you may exercise your privacy rights by using our webform. Alternatively, you can call us at 1 (888) 914-9661 and enter the following PIN when prompted: 278285. Please note that we may need to authenticate your identity before your request can be processed. For authentication, you will be asked to log into your account or to provide 2–3 pieces of personal information that we will match against our records. In some states and for some types of requests, you may designate an authorized agent to make a request on your behalf; however, you will still need to verify your identity directly with us before your request can be processed. An authorized agent may submit a request on your behalf using the webform or toll-free number listed above. We will not discriminate against you if you choose to exercise any of your privacy rights under the Covered State privacy laws.

California Residents

If you reside in California, you have the following rights relating to your personal information:

Right to Know. You have the right to know what personal information we have collected about you, which includes:

- The categories of personal information we have collected about you, including:
 - The categories of sources from which the personal information was collected;
 - Our business or commercial purposes for collecting, selling, or sharing personal information;
 - The categories of recipients to which we disclose personal information;

- The categories of personal information that we sold or shared, and for each category identified, the categories of third parties to which we sold or shared that particular category of personal information;
 - The categories of personal information that we disclosed for a business purpose, and for each category identified, the categories of recipients to which we disclosed that particular category of personal information; and
- The specific pieces of personal information we have collected about you.

Right to Delete Your Personal Information. You have the right to request that we delete personal information we collected from you, subject to certain exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Right to Correct Inaccurate Information. If you believe that personal information we maintain about you is inaccurate, you have the right to request that we correct that information.

Right to Opt Out of Sales and Sharing of Personal Information. You have the right to opt out of the sale of your personal information, and to request that we do not share your personal information for cross-context behavioral advertising. For more information on how to use this right, please [click here](#).

Right to Limit Use and Disclosure of Sensitive Personal Information. You may direct us to limit the use and disclosure of your sensitive personal information to uses/disclosures that are reasonably necessary to provide our goods and services, or as needed: to ensure security and integrity; to prevent fraud or illegal activity; for physical safety; for short-term, transient use, including for non-personalized advertising; to perform services on behalf of the business; and to verify or maintain the quality or safety of a service or device owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance such services or devices.

Shine the Light. California's "Shine the Light" law (Civil Code Section § 1798.83) permits California customers to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. Please submit your request by postal mail to: Nothing Bundt Cakes Guest Services, 5005 Lyndon B Johnson Fwy, Suite 600, Dallas, Texas 75244.

Nevada Consumers

Nevada consumers have the right to opt out of the sale of certain "covered information" collected by operators of websites or online services. We currently do not sell covered information. If you have any questions or if you would like to receive notice by email in the event we should engage in sales of covered information under Nevada law in the future, please submit your request through our webform.

Consumers in Other Covered States

If you are a consumer who resides in a Covered State other than California or Nevada, you have the following rights relating to your personal information:

Right to Access. You have the right to confirm whether we are processing your personal information and to access the personal information we have collected about you. Consumers in Delaware, Maryland, Minnesota, and Oregon may also request that we provide information about the categories or specific third parties to which we disclosed personal information.

Right to Deletion. You have the right to request that we delete your personal information, subject to certain exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Right to Correction. You have the right to request that we correct inaccuracies in your personal information, taking into account the nature of the personal information and the purposes of the processing. Please note that we may provide you with self-service tools to correct your personal information.

Opt-out Rights. You have the right to opt out of the following uses of your personal information: (a) targeted advertising; (b) the sale of personal information; and (c) profiling in furtherance of decisions that produce legal or similarly significant effects concerning your economic situation, health, personal preferences, interests, reliability, behavior, location, or movements. We do not sell personal information for money and do not profile individuals in furtherance of decisions that produce legal or similarly significant effects under applicable state privacy laws. For information on how to opt out of targeted advertising and/or non-monetary “sales” of personal information, [please click here](#).

Right to Appeal. Sometimes we are unable to process requests relating to your personal information, in which case, your request will be denied. If we previously denied your privacy rights request and you believe we denied it in error, you may appeal for reconsideration of your request through our webform.

8. Canada Privacy

Nothing Bundt Cakes complies with applicable Canadian privacy laws and regulations in connection with its processing of Canadian personal information including the Personal Information Protection and Electronic Documents Act, with respect to the personal information of Canadians, this Privacy Notice does not create or confer upon any individual any rights, or impose upon Nothing Bundt Cakes any rights or obligations outside of, or in addition to, any rights or obligations imposed by Canada’s federal and provincial privacy laws, as applicable. Should there be, in a specific case, any inconsistency between this Privacy Notice and Canada’s federal and provincial laws, as applicable, this Privacy Notice shall be interpreted, in respect of that case, to give effect to, and comply with, such privacy laws.

We will only use your personal information for purposes intended as detailed in this Privacy Notice unless we have obtained your consent to use it for other purposes.

A. Transferring your personal information outside of Canada

Residents of Canada are notified that the personal information they provide to Nothing Bundt Cakes is stored in our databases located outside of Canada, including in the United States and may be subject to disclosure to authorized law enforcement or government agencies in response to lawful demand pursuant to the laws of that country. By providing your personal information to us, you consent to the collection, use, disclosure, storage and other processing of your personal information outside of Canada by us, our affiliates, franchisees, employees, service providers, business partners, and other third parties for the purposes and in the manner described in this Privacy Notice.

You are welcome to [Contact Us](#) if you have questions regarding the collection, use, disclosure or storage of personal information by our service providers and affiliates outside Canada, and/or to obtain access to written information about our policies and practices with respect to service providers (including affiliates) outside Canada.

For questions about our privacy practices, please contact us by phone or mail as directed in the [Contact Us](#) section of this Privacy Notice.

B. Data Retention

Your personal information will be kept in Canada and the United States and accessible to our employees, franchisees, and service providers who have a “need to know” such information for the purposes described in this Privacy Notice.

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes for which we collected it, and/or for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you, either directly or indirectly, alone or in combination with any other information. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

C. Accessing and correcting your personal information

By law you have the right to request access to and to correct or rectify the personal information that we hold about you, subject to certain exceptions as required or permitted by applicable law.

You can review and change your personal information by logging into your account and visiting the pages that correspond to the information you want to review and change.

If you want to access, review, verify, correct, rectify, update, or withdraw consent to the collection, use or disclosure of your personal information you may also contact Nothing Bundt Cakes as directed in the [Contact Us](#) section of this Privacy Notice to make such a request.

We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons, subject to any legal or regulatory restrictions.

We will provide access to your personal information, subject to exceptions set out in applicable privacy legislation. Examples of such exceptions may include (without limitation):

- Information protected by solicitor-client privilege.
- Information that is part of a formal dispute resolution process.
- Information that would reveal the personal information or confidential commercial information of another person.
- Information that is prohibitively expensive to provide.

If you are concerned about our response or would like to correct the information provided, you may contact Nothing Bundt Cakes as described in the [Contact Us](#) section of this Privacy Notice.

9. Rewards Program Information

The purpose of this section is to describe how we use personal information in connection with the [Nothing Bundt Cakes Rewards Program](#). You have the right to delete your personal information associated with your Rewards account; however, if you delete your personal information, we will be unable to link your rewards to your account, and therefore you will be unable to receive benefits from the Program.

The chart below identifies the categories of personal information collected through the Rewards Program that we sell or process for targeted advertising, and the third parties who receive these categories of personal information.

Categories of Personal Information	Third Parties
Identifiers and personal records	Third-Party Advertisers Franchisees Loyalty Program Partners, as described below
Commercial information	
Internet or other electronic network activity information	
Inferences	

The chart below identifies our loyalty Program partners, and the Program benefits provided by each partner.

Loyalty Program Partners	Benefits Provided
Thanx	Program operation and support
Franchisees	Points, discounts, and rewards

For more information about how we process your personal information in connection with our Services, please [click here](#).

California Notice of Financial Incentive

We offer financial incentives associated with the collection and use of your personal information, including through our Rewards Program and certain contests, offers and sweepstakes.

Material Terms. Our Rewards Program offers members benefits such as the ability to earn rewards points, exclusive offers, new flavor announcements and a free Bundtlet on their birthday, among other benefits described in more detail in our [Rewards Program Terms](#). Participation requires you to provide some personal information, such as identifiers, personal records, commercial information, internet or other electronic network activity, and inferences. Similarly, participation in certain contests, offers, and sweepstakes may require you to submit these types of personal information to us. Consumers who opt in have a chance to win the contest or sweepstakes, or take advantage of the offer. Each contest, offer or sweepstakes is governed by its own terms, which supplement the description provided here.

How to Sign Up. You can sign up for the Nothing Bundt Cakes Rewards Program and opt into the financial incentives associated with the Program by completing the form found [here](#). Separate sign-ups are provided for other types of offers, contests, and sweepstakes, which may be available through our website, on our mobile app, through social media, or in our stores.

Value of Financial Incentive. The value of the benefits provided varies as individuals take advantage of our Rewards and other offerings to different degrees. For example, Rewards members may receive points, discounts, and birthday gifts, among other rewards, depending on their level of participation. Other financial incentive offers may include discounts, coupons, free products, branded items, or prizes. We have made a good faith estimate that the value of consumers' personal information provided in connection with our financial incentive offers, including our Rewards Program, is equivalent to the relevant expenses related to the collection and storage of that personal information. Any difference in price or benefits provided to consumers who participate is reasonably related to the

value of the personal information provided, taking account of the fact that the primary purpose of our Rewards Program and other financial incentive offers is to offer discounts and other benefits to fans of our cakes. By joining our Rewards Program, accepting an offer, or entering a contest or sweepstakes, you consent to the financial incentive associated with that program.

Right to Withdraw. You have the right to withdraw from the financial incentive at any time by cancelling your participation in the Rewards Program or withdrawing your participating in our other offers and promotions. To cancel your Rewards membership, please log into your account and opt out. To withdraw from a contest, sweepstakes, or other promotion, please email us at nothingbundtcakes@thanx.com. You also have the right to delete your personal information, including information associated with your Rewards account; however, if you delete your personal information, we will be unable to link your rewards to your account, and therefore you will be unable to receive benefits from the Program.

10. Data Security

At no cost to you, we have implemented physical, technical and procedural measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information.

11. Changes to our Privacy Notice

We will post any changes we may make to our Notice on this page. If the changes materially alter how we use or treat your personal information we will provide additional notification to you when required by law. The date the Privacy Notice was last revised is identified at the top of the page. You are responsible for ensuring that we have an up-to-date email address for you and for periodically visiting our website and this page to check for any changes.

12. Contact Us

If you have any comments or questions about our Privacy Notice or if you need access in a different language or format, please use our [webform](#) page to reach out to us. You may also call us at 1 (888) 914-9661 and enter the following PIN when prompted: 278285. Our corporate office is located at 5005 Lyndon B Johnson Fwy Suite 600, Dallas, TX 75244. Please direct any mail inquiries to the attention of: Nothing Bundt Cakes Guest Services.