

AFFLINK PIZZA BOX RECYCLING PORTAL PRIVACY POLICY

Welcome to the recyclethispizzabox.com (the “Site”) where you can find out more about how pizza boxes are recyclable. The purpose of this Site is to promote the recycling of pizza boxes and to increase the prevalence of recycling generally.

This website is managed by WestRock Company (“WestRock”) on behalf of AFFLINK LLC (“AFFLINK”), the non-foods procurement arm for the Performance Food Group Company (“PFG”). This privacy policy (“Privacy Policy”) describes WestRock’s privacy practices. AFFLINK’s privacy practices are available in the [Privacy Policy](#).

We respect your privacy and are committed to protecting it through our compliance with this policy. This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the Site, as well as our practices for collecting, using, maintaining, protecting, and disclosing that information. This policy only applies to information we collect on this Site. This Privacy Policy does not apply to information collected by WestRock offline or through any other means, including any other website operated by WestRock or any third party (including our affiliates and subsidiaries). This Privacy Policy also does not apply to any third party, including through any application or content that may link to or be accessible from the Site.

By accessing or using this Site, you agree to our Terms of Use and this Privacy Policy, and you consent to the practices described herein. This Privacy Policy may change from time to time, so please check it periodically for updates. Your continued use of this Site after we make changes is deemed to be acceptance of those changes.

INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect several types of information from and about users of the Site, including information:

- that is about you but does not individually identify you, such as your zip code; and
- that is about your internet connection, the device you use to access our Site, and usage details, none of which can be used by us to individually identify you.

We collect this information either directly from you when you provide it to us, or automatically when you scan our QR code or navigate through the Site.

Information you provide to us

- **Zip Code:** You may input your zip code on our Site in order to find your local pizza box recycling guidelines. The Site collects this information from you in order to process the request you have made and display information about whether and where pizza boxes may be accepted for recycling in your area. This information is stored by WestRock on an aggregate basis and will be used to further the goal of improving access to recycling and encouraging consumers to recycle their pizza boxes. The aggregate information, including any insights derived from it, may be shared with AFFLINK and other WestRock customers.

Information we collect through automatic data collection technologies

When you scan our QR code, we collect the following information:

- Browser type (for example, Internet Explorer, Google Chrome, Microsoft Edge, etc.)
- Device platform (for example, IOS, Android, etc.)
- City and country where the QR code is scanned
- Obfuscated IP address (for example, 63.100.11.xxx)

This de-identified information is used to help us evaluate user behavior and improve our Site.

The Site also uses Google Analytics to collect and analyze information in order to evaluate user behavior and improve our Site. The operator of Google Analytics is Google LLC, located at 1600 Amphitheatre Parkway in Mountain View, California 94043.

The following information is collected by Google Analytics on a de-identified and anonymized basis and shared with us:

- The type of browser used to access the Site (i.e., Google Chrome, Safari, Microsoft Edge, etc.)
- The type of device used to access the Site (i.e., desktop, mobile phone, tablet) and, for mobile devices, the branding, model and marketing name used to identify the device (i.e., Apple iPhone)
- The country from which the browser session initiated
- The language setting of the browser from which the session initiated
- The average duration of the session
- The number of pages on the Site viewed per session
- How users move through the Site (which pages are visited in which order)
- Whether the visitor is new or returning
- The number of sessions initiated from the same browser (for returning users)
- Bounce rate (the percentage of single-page sessions in which there was no interaction with the page)

We may share these de-identified and anonymized metrics with AFFLINK and other WestRock customers in order to improve the Site, evaluate users' interaction with the Site, and further our goals of promoting the recycling of pizza boxes and increasing the prevalence of recycling generally.

Google Analytics uses cookies. The information generated by the cookie about your use of this Site is usually transmitted to a Google server and stored there. Google might transfer the personal information collected via this technical procedure to third parties. Please visit Google's privacy policy at policies.google.com/privacy for more information about their privacy practices. If you do not wish to allow your browser to accept cookies, you can instruct your browser, by changing its settings, to decline or delete cookies. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs. Your ability to limit cookies is subject to your browser settings and limitations. Google has made a browser plug-in

available to prevent the collection of the data generated by the cookie and your use of the Site (including your IP address) by Google which is available here: [Google Browser Plug-In](#)

Please note that if you do decide to prevent the storage of cookies, you may not be able to use all of the features of the Site to the fullest extent possible.

WestRock does not have access to personally identifiable information (including but not limited to your IP address) through the Google Analytics platform. Further information and Google's applicable privacy regulations can be found here: [Google's Privacy Policy](#) and [Google Analytics](#)

Children's Privacy

We do not knowingly collect any information from children under the age of 16. If we learn that a child under the age of 16 has provided us with personal information, we will delete it in accordance with applicable law. If you are a parent or guardian and believe we have inadvertently collected information from your child in a manner not permitted by law, please contact WestRock's Global Privacy Office at WestRock_Global_Privacy_Office@westrock.com or via post to 501 S. 5th Street, Richmond, Virginia 23219.

Third Party Links and Add-Ins

This Privacy Policy only addresses the use and disclosure of information collected by the Site through your interaction with the Site. The Site may link to, or embed content from, other third-party websites. When we link to other websites or embed their content, the Site's privacy practices no longer apply. You should refer to the privacy policy of that third party for information about their privacy policies and cookie practices.

Contacting Us

If you have any questions about this Policy, or about the Site's data privacy practices, please contact us via email at WestRock_Global_Privacy_Office@westrock.com. WestRock's privacy policy with respect to information you share with us via email is available here [WestRock's Privacy Policy](#)

Last Revision Date: 12/17/20