

CENSE COFFEE — PRIVACY POLICY

Last updated: 11-2025

This Privacy Policy explains how **Mercavi, LLC DBA Cense Coffee** (“Cense Coffee,” “we,” “us,” or “our”) collects, uses, discloses, and protects your personally identifiable information when you visit our website, use our tasting kit application, create an account, or purchase products through our online store (collectively, the “Services”).

By accessing or using the Services, you agree to the practices described in this Privacy Policy. If you do not agree, please discontinue use of the Services.

1. INFORMATION WE COLLECT

We collect information in three main ways:

1. Information you provide to us
2. Information collected automatically
3. Information received from third parties

Below is what this includes.

A. Information You Provide Directly

Account & Profile Information in Wix.com

- Name
- Email address
- Login credentials
- Access codes used to unlock app features
- Demographic information
- Shipping and billing addresses (for purchases)

Tasting Kit & App Data in Glide

When you use the Cense Coffee tasting app, we may collect:

- Username and user email

- Demographic, survey responses and tasting feedback responses
- Coffee preferences
- Notes and feedback you enter
- Selections of “preferred” or “non-preferred” roasts
- Device-level user identifiers for saving your tasting profile

Purchases in Wix.com

When you buy from our store, we may collect:

- Payment information (processed securely by our payment partner—we do *not* store full credit card numbers)
- Purchase history
- Order details

Communications

If you contact us by email or through the app, we may collect:

- Message content
- Contact information
- Support history

B. Information We Automatically Collect

When you use our Services, we may automatically collect:

- Device type (mobile, desktop)
- Browser type
- IP address
- Pages visited and time spent
- App activity (buttons clicked, screens viewed)
- Error logs for debugging
- Cookies and similar tracking technologies

This helps us improve performance, fix bugs, and enhance user experience.

C. Information from Third Parties

We may receive limited information from:

- **Payment processors** (confirmation of purchase status)
- **Shipping carriers** (delivery confirmations)
- **Roaster partners** fulfilling certain product orders (order details only—never full payment details)
- **Analytics providers**

We do *not* purchase data about you from data brokers.

2. HOW WE USE YOUR INFORMATION

We use personal information only for legitimate business purposes, including:

A. Operating the Services

- Creating and managing your customer or app account
- Saving tasting data and generating personalized flavor profiles
- Authenticating access codes
- Displaying your coffee tasting results

B. Processing Purchases

- Processing payments
- Sending order confirmations
- Shipping items or coordinating fulfillment with partner roasters

C. Improving the Services

- Enhancing app functionality
- Debugging and fixing errors
- Optimizing the tasting experience

- Developing new coffee-matching tools

D. Communications

- Responding to support requests
- Sending service-related notifications
- Contacting you about orders or account issues

E. Legal, Safety, and Compliance

- Preventing fraud
- Protecting platform security
- Complying with legal obligations

We do **not** sell personal information to third parties.

3. HOW WE SHARE INFORMATION

We may share information only in the following cases:

A. Service Providers

With trusted partners who perform services on our behalf, such as:

- Payment processors
- Shipping carriers
- Hosting providers
- Analytics tools
- Customer support tools

These partners may only use the information as instructed and are required to protect it.

B. Roaster Partners

When an order is fulfilled by a third-party roasting partner, we share only what is necessary for fulfillment:

- Name
- Shipping address

- Order contents

We do **not** share:

- Payment information

C. Legal Requirements

We may disclose information if required by:

- Subpoena
- Court order
- Applicable law
- Safety or fraud prevention

D. Business Transfers

If Cense Coffee is involved in a merger, acquisition, or asset sale, your information may be transferred as part of the transaction.

We do **not** sell or rent personal data.

4. AGGREGATED AND ANONYMIZED DATA

We may analyze the information collected through the Services, including tasting preferences, survey responses, and other usage data, in an aggregated and anonymized form. This means the data is processed in a way that **does not identify you personally**.

Aggregated and anonymized data may be used internally to improve our products and services, and we may also share or sell such data to third parties for research, analytics, or industry insights. **No personally identifiable information is included** in these reports.

5. HOW WE PROTECT YOUR INFORMATION

We use industry-standard security measures, including:

- Encrypted data transmission (HTTPS)
- Secure payment processing partners
- Access controls

- Regular monitoring and audits

Although we take reasonable precautions, no security system is completely foolproof. You use the Services at your own risk.

6. DATA RETENTION

We retain information only as long as necessary for the purposes described in this policy, including:

- Maintaining your account
- Fulfilling legal obligations
- Resolving disputes
- Improving app functionality

You may request deletion of your account at any time (see Section 10).

7. CHILDREN'S PRIVACY

Our Services are **not intended for individuals under 13**.

We do not knowingly collect personal information from children. If we learn that a child under 13 has provided data, we will delete it promptly.

8. YOUR PRIVACY RIGHTS

Depending on your location, you may have rights such as:

- Access to your data
- Correction of inaccurate data
- Deletion of your account
- Receiving a copy of your data
- Opting out of analytics cookies

To submit a request, contact us at:

contact@censecoffee.com

We may ask for verification before honoring your request.

9. ACCOUNT & DATA DELETION

Registered users may request:

- Deletion of their account
- Removal of order history (where legally permitted)

Send requests to: **contact@censecoffee.com**

Deletion may be limited by order history recordkeeping laws.

10. THIRD-PARTY LINKS

Our Services may include links to external websites. We are not responsible for:

- Their privacy practices
- Their content
- Their data handling

Use of third-party sites is at your own discretion.

11. INTERNATIONAL USERS

Our Services are intended primarily for users within the United States.

If you access the Services from outside the U.S., you consent to the transfer of your data to U.S. servers.

12. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically.

When we do, we will update the “Last updated” date at the top of the page.

Your continued use of the Services after changes are published constitutes acceptance of the updated policy.

13. CONTACT US

If you have questions about this Privacy Policy or how your data is handled, contact us at:

contact@censecoffee.com