

GOOD CANDY, INC.

PRIVACY POLICY

Last Updated: 04/17/2026

This Privacy Policy explains how Good Candy, Inc. (“Good Candy,” “we,” “us,” or “our”) collects, uses, and discloses information when you visit or interact with our website at www.moooshcandy.com (the “Site”). The Site is an informational website operated from the United States and is intended primarily for users in the United States, including business visitors interested in our products.

By using the Site, you acknowledge that you have read this Privacy Policy. If you do not agree with our practices, please do not use the Site.

1. Information We Collect

We collect the following limited categories of information:

a. Information You Provide Directly

The Site does not require you to register, create an account, or make a purchase. You can browse the Site without providing any personal information. However, you may choose to provide information when you:

- Contact us through a contact form, email, or phone call (for example, your name, email address, phone number, company or business affiliation, and the contents of your message);
- Sign up to receive newsletters, updates, or other communications from us, when such functionality is available;
- Submit reviews, photos, videos, comments, testimonials, or other content about our products to us (for example, by email or by tagging us on social media), which we may choose to feature on the Site (“User Content”); or
- Otherwise communicate with us.

b. Information Collected Automatically

When you visit the Site, we (and our service providers and analytics and advertising partners) automatically collect certain information about your device and usage of the Site through cookies, pixels, tags, and similar technologies, including:

- Device and connection information, such as IP address, browser type and version, operating system, device identifiers, and HTTP headers;
- Usage information, such as the pages and URLs you visit on the Site, the date and time of your visit, the time spent on each page, the links you click, and the referring or exit page;
- General location information derived from your IP address (such as country, state, or city); and
- Information about how you interact with our advertisements and marketing communications.

For more information about cookies and how to manage them, see Section 5 (Cookies and Similar Technologies) below.

c. Information from Third-Party Sources

We may receive information about you from our service providers and business partners (for example, analytics and advertising platforms such as Google and Meta) and from publicly available sources. We use

this information primarily to operate and improve the Site, measure marketing effectiveness, and reach new audiences.

2. How We Use Information

We use the information we collect for the following purposes:

- To operate, maintain, secure, and improve the Site;
- To respond to your inquiries, requests, and feedback;
- To send you newsletters, marketing emails, or other communications you have requested, where available, and to manage your preferences;
- To display, promote, and publish User Content you have submitted or shared with us;
- To analyze how visitors use the Site and to understand the effectiveness of our marketing and advertising;
- To advertise and market our products on the Site and on third-party platforms (including through targeted advertising on platforms such as Google and Meta);
- To detect, prevent, and address fraud, security incidents, abuse, or other unlawful activity, and to protect our rights and the rights of others; and
- To comply with legal obligations and respond to lawful requests from public authorities.

3. How We Disclose Information

We do not sell personal information for money. We may, however, disclose information in the following circumstances:

- **Service providers.** We share information with vendors and service providers that perform services on our behalf, such as website hosting, analytics, email and marketing services, customer support, fraud prevention, and IT services. These service providers are authorized to use personal information only as necessary to provide services to us.
- **Affiliates.** We may share information with our corporate affiliates for the purposes described in this Privacy Policy.
- **Advertising and analytics partners.** We share information collected through cookies and similar technologies (such as device identifiers, IP address, and browsing activity on the Site) with advertising and analytics partners, including Google and Meta, to measure the effectiveness of our marketing and to deliver advertising about Good Candy across the web. Some of these activities may be considered “sharing” for cross-context behavioral advertising or “targeted advertising” under certain U.S. state privacy laws. See Section 5 below and our Notice at Collection and U.S. State Privacy Notice for additional information and opt-out options.
- **Legal and safety.** We may disclose information when we believe in good faith that disclosure is necessary to comply with applicable law, a subpoena, court order, or other legal process; to enforce our Terms and Conditions; to detect, prevent, or address fraud, security, or technical issues; or to protect the rights, property, or safety of Good Candy, our users, or others.
- **Business transactions.** We may disclose information in connection with, or during negotiations of, any merger, sale of company assets, financing, reorganization, bankruptcy, or acquisition of all or a portion of our business by another company.
- **With your consent or at your direction.** We may disclose information for any other purpose with your consent or at your direction.

We may also disclose aggregated, de-identified, or anonymized information that cannot reasonably be used to identify you.

4. User Content

If you submit User Content (such as photos, videos, reviews, or testimonials) to us, we may publish it on the Site, on our social media channels, and in our marketing materials. Please do not include in your User Content any information you would not want shared publicly. Any personal information visible in User Content will be available to anyone who can view it.

5. Cookies and Similar Technologies

The Site uses cookies, pixels, tags, web beacons, and similar technologies to operate, secure, analyze, and market the Site. We use the following categories of cookies:

- **Strictly necessary cookies**, which are required for the Site to function properly;
- **Functional cookies**, which remember your preferences and improve your experience;
- **Analytics and performance cookies**, which help us understand how visitors use the Site (for example, through Google Analytics); and
- **Advertising cookies**, which we and our advertising partners (including Google and Meta) use to measure ad performance and to deliver interest-based advertising on the Site and on third-party platforms.

You can manage your cookie preferences at any time by using the cookie banner on the Site or by adjusting your browser settings to block or delete cookies. Blocking strictly necessary cookies may affect Site functionality. We also honor opt-out preference signals such as the Global Privacy Control (GPC) where required by applicable law.

6. Your Choices

- **Marketing communications.** If we send you marketing emails, you may opt out at any time by following the unsubscribe instructions in the email or by contacting us using the information in Section 11.
- **Cookies and tracking.** You may manage cookies as described in Section 5.
- **U.S. state privacy rights.** Residents of certain U.S. states may have additional rights regarding their personal information. Please see our Notice at Collection and U.S. State Privacy Notice.

7. Children's Privacy

The Site is intended for adults. We do not direct the Site to, and do not knowingly collect personal information from, children under 13. If you believe a child under 13 has provided us with personal information, please contact us at the address in Section 11 and we will take appropriate steps to delete it. We also do not sell or share personal information for cross-context behavioral advertising, or process such information for targeted advertising, with respect to consumers we know to be under 16.

8. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. When information is no longer needed, we delete or de-identify it in accordance with our standard practices.

9. Security

We use commercially reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or destruction. However, no method of transmission over the Internet or method of electronic storage is completely secure, and we cannot guarantee the absolute security of any information.

10. International Visitors

The Site is intended for users located in the United States. If you access the Site from outside the United States, please be aware that information we collect may be transferred to, processed, and stored in the United States and other countries where we or our service providers operate. By using the Site, you understand that your information may be processed in countries whose data protection laws differ from those of your country of residence.

11. Contact Us

If you have questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Good Candy, Inc.

4440 PGA Blvd., Ste. #600

Palm Beach Gardens, FL 33410

Email: gc@good-candy.com

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will revise the “Last Updated” date above and, where appropriate, provide additional notice (such as by posting a notice on the Site). Your continued use of the Site after the effective date of any updated Privacy Policy constitutes your acknowledgment of the updated Privacy Policy.