

Privacy Policy

Lucky Eleven LLC, Pivot Prime, and their affiliates (collectively, “Lucky Eleven,” “Pivot Prime,” “Salted EDGE,” “Sugared LEDGE,” “we,” or “our”) recognize and respect your privacy and are committed to protecting it. We have developed certain privacy practices to maintain these standards and to comply with applicable laws, rules, and regulations.

This Privacy Policy describes our privacy practices with respect to the personal information we collect, including the categories of information we may collect from you when you visit our website **Pivot-Prime.com** or **LuckyElevenHG.com** (the “Website”), use the **Lucky Eleven** mobile application (“Mobile App”), or use or visit any other online services or programs where the **Lucky Eleven** or **Pivot Prime** Terms & Conditions or this Privacy Policy is posted or linked (collectively, the “Online Services”). This Privacy Policy also describes the purposes for which we collect personal information, how we use or process the personal information we collect, with whom we sell or share it, and the rights you have regarding your personal information and how you can exercise them.

Please read this Privacy Policy carefully. By using the Online Services, you agree to the terms of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use the Online Services.

If you are a resident of California, Virginia, Colorado, Connecticut, or Utah, please review your state-specific sections below, which apply to visitors, users, and others who reside in such States.

Information We Collect

This Privacy Policy applies to the information we collect:

- On our Website.
- In email, text, and other electronic communications between you and us, including between you and our Website, you and our mobile application, and you and our social media pages.
- Through our mobile application, which you download from the App Store or Google Play.
- When you register for online promotions or participate in rewards programs, online programs, surveys, or other transactions or activities.
- When you use or visit any other online services or programs where the **Lucky Eleven** or **Pivot Prime** Terms and Conditions or Privacy Policy is posted or linked.
- Through or as a result of your entry upon any of our facilities or in connection with our operations, or attendance at an event organized or hosted by us.
- As a result of any sales, purchases, or other transactions made through us or through a third-party delivery service.

It does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or on our Website.

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household (“Personal Information”). In particular, **Lucky Eleven** and **Pivot Prime** collect and have collected from their consumers within the last twelve (12) months the following categories of Personal Information:

- Personal identifiers you provide when you place orders or register via our Website or mobile application, including your first and last name, alias, address, email address, telephone number, date of birth, fingerprint(s), gender, account name, online identifier, or any personal identifiers you provide to us when communicating with us.
- Transaction information you provide when you make a purchase, such as your first and last name, alias, address, telephone number, email address, and payment or financial information.
- Financial information you provide for payment, including bank account numbers, debit card numbers, and/or credit card numbers.
- Records of commercial information such as your current and historical point-of-sale transactions and product purchases.

- Internet connectivity, usage, and activity information about your use of our Website or mobile application, including the content you view, browser device and type, unique device identifier, and/or Internet Protocol (IP) address.
- Internet or other electronic network activity information, including browsing history, search history, cookies, information about your interaction with our Websites or mobile applications, and geolocation data.

In addition, we may collect the following categories of **Sensitive Personal Information**:

- User location information provided by browser **Geolocation API** (if supported) or associated with your Internet Protocol (IP) address, where we are permitted by law to process this information.

Lucky Eleven and **Pivot Prime** obtain the categories of Personal Information listed above:

- **Directly from you.** We collect information you provide to us when you inquire about our goods or services, register with us, place orders, participate in rewards programs, communicate with us through email, telephone, or social media, or visit our facilities.
- **Indirectly from you.** We collect information through your use of our Website, cookies, third-party analytics, and publicly available sources of information.

Employment-Related Information We Collect

We may also collect **Personal Information** relating to employment, hiring, or recruiting from job applicants or current employees, and may retain **Personal Information** of past employees as reasonably necessary for our legal and compliance purposes.

Such information includes information collected from background checks, employment eligibility verifications, and onboarding processes, including:

- Personal identifiers (name, alias, address, email, phone, date of birth).
- Employment history.
- Driver's license information.
- Bank account information.
- Health insurance information.
- Demographic information (gender, familial status, citizenship).
- Biometric information such as fingerprints (for clocking in/out).
- Social Security Number (for tax purposes).
- Wage garnishments and related court orders.

How We Use Personal Information

We may use or disclose **Personal Information** for the following purposes:

- To fulfill orders and transactions.
- To communicate with you regarding purchases, services, or inquiries.
- To process payments and prevent fraud.
- To personalize your experience and offer relevant promotions.
- To maintain security and protect our business interests.
- To comply with legal requirements.

Selling and Sharing of Personal Information

Lucky Eleven and **Pivot Prime** do **not** sell your **Personal Information** to any third parties. However, we may share certain **Personal Information** with service providers and partners for marketing, analytics, and advertising purposes.

We may also share **Personal Information** with trusted third parties to process transactions, verify information, and deliver services on our behalf.

Data Security & Retention

We implement industry-standard security measures to protect **Personal Information**. However, no system is completely secure.

We retain **Personal Information** only as long as necessary for business, legal, and compliance purposes.

Your Choices & Rights


You can:

- **Opt out of cookies** via browser settings.
- **Unsubscribe from marketing emails** through the link provided in emails.
- **Opt out of analytics tracking** via [Google Analytics Opt-Out](#).

For California, Virginia, Colorado, Connecticut, and Utah residents, you have additional rights under your state laws, including:

- **Right to Access:** Request information about data collected.
- **Right to Delete:** Request deletion of your personal data.
- **Right to Correct:** Request corrections to inaccurate data.
- **Right to Opt-Out:** Prevent sale or sharing of personal information.

To exercise these rights, **contact us** at:

 **402-625-3343**

 **ADMINS@SALTED-EDGE.COM**

Changes to Our Privacy Policy

We may update this **Privacy Policy** periodically. Changes will be posted on our Website with the updated effective date.

Effective Date: October 17, 2023

Last Modified: August 8, 2023