

Instacart Corporate & B2B Privacy Policy

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This Corporate & B2B Privacy Policy (“Privacy Policy”) explains how Maplebear Inc. d/b/a Instacart and its affiliates (“**Instacart**”, “**we**”, or “**us**”) collect, use, and share your personal information when you (a natural person who is acting as an employee, agent, owner, director, officer, or contractor of a company, partner, sole proprietorship, non-profit, or government agency; “You”) visit a website, mobile app or other services that link to this Privacy Policy (collectively, the “**Sites**”).

This Privacy Policy does not apply to the collection, disclosure and use of personal information about you when you act as an Instacart customer, shopper, employee, contractor or applicant. The processing of that information is governed by the terms of the Privacy Policy associated with those products.

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1. Information We Collect

a. Information you provide

We collect the following types of personal information directly from you:

- **Contact information.** In order for us to respond to your inquiries, when you sign up to receive information from us about our services or for our retail partners to reach out to

you, we collect your contact information. This may include your name, telephone number, email address, corporate name, employer, job title or position.

- **Account information.** When you create an account with Instacart, we collect certain personal information such as your name, telephone number, email address, corporate address, and location. We also collect your username and password.
- **Payment information.** Where you make a payment through the Site, we collect payment information from you through payment service providers in order to facilitate the payment process, including the name on your card, your card number, billing address, expiration date and security code.
- **Other information you provide to us.** We collect other information that you choose to provide, including your responses to surveys that you choose to participate in and information that you provide during your interactions with our Sites. For example, we may collect PI in the content that you provide as part of your brand description for our retail partners.
- **Information you provide about others.** In some cases, you may provide information to us about other people. When you provide someone else's information via the Sites, you are responsible for ensuring that you have permission to share their information with Instacart. You may not provide personal information about children under the age of 18.

b. Information collected by automated means

When you use and interact with the Sites, we may automatically receive certain information about your device, browser, and/or activity:

- **Device information.** Our servers will record information about the device you use to connect to the Sites. This information includes your device's IP address, your device type, browser type, internet service provider, operating system, and unique device identifiers.
- **Usage information.** Our servers will record information about your usage of the Sites. This information includes the frequency with which you use the Sites, the duration of such usage, the pages that you navigate to, links that you click, and other ways that you interact with the Services.

We also may use third party services that employ software code to record users' interactions with the Sites. Session replays include users' clicks, mouse movements, scrolls, and keystrokes/key touches during those sessions. These replays help us diagnose usability problems and identify areas for improvement.

- **Cookies, Pixels, and Other Tracking Technologies.** When you visit our or otherwise interact with our Sites, we may automatically collect information about you using cookies, pixels, and similar technologies. We use this information for various purposes, including to: make the Sites function properly; understand how you use the Sites; personalize your experience; and measure, manage, display, and customize the advertisements you see.

Browsers provide choices with respect to these technologies. For example, by modifying your browser preferences, you have the choice to accept all cookies or to be notified when a cookie is set. You can learn more about cookies and how they work at www.allaboutcookies.org.

We may use third-party analytics providers who may deploy cookies, pixels, and similar technologies to analyze traffic to the Sites and understand the usage of the Sites as well as the performance of advertisements. For example, we may use Google Analytics, an analytics tool that helps us understand how our customers engage with the Sites. To learn more about Google Analytics' data practices, please visit Google's [support page](#).

c. **Information received from third parties**

We may receive personal information about you from third parties. For example:

- **Third Party Services.** If you log in to the Sites through a third-party service, or if our Site is hosted by a third party, we may receive some information about you and your use of that third party service.
- **Instacart Partner Sites.** Partners who have implemented certain Instacart Services on their websites may also let us collect information about your use of their sites or applications or share such information with us.
- **Other third parties:** We also may collect or receive information relating to you from:
 - Partners who assist us in credit checks, fraud prevention or in connection with claims or disputes;
 - Other individuals if they refer you to our Site;
 - Partners with whom we work for business-to-business contact information verification or updates;
 - Partners with whom we work for advertising measurement, attribution, and analytics;
 - Companies that offer co-branded services or products;
 - Law enforcement, public health, and other governmental authorities; and
 - Publicly available sources.

2. How we use information

We use the personal information we collect or otherwise obtain about you for the following purposes:

- **Provide the services and manage the Sites.** We use your personal information in connection with the provision, administration, and management of the Sites.
- **Register you** and provide you access to the materials available on the Sites,
- **Payments.** If applicable, to facilitate payment processing to effect any orders you place through our Sites.

- **Process your transactions.** If applicable, we will use your personal information to process any commission payments to you. This may include information provided to us by our payment processors and partners.
- **Provide you with user support and respond to your inquiries.** We use your personal information to respond to your inquiries and assist you in your use of the Sites.
- **Communicate with you.** We use your personal information to provide you with relevant information about us or our Sites or to request information or feedback. These communications include sending you updates about the Sites, communications about changes to this Privacy Policy or other applicable terms and policies.
- **Carry out our marketing and advertising activities.** We (and our partners) use your personal information to send you marketing and promotional materials and communications, and to analyze and measure their effectiveness.
- **Customize and personalize the Sites.** We use your personal information to help us understand which parts of the Sites are of most interest to you and customize or personalize your experience. Based on how you browse, use, or otherwise interact with the Sites, we display content, advertising, recommendations and otherwise personalize the Sites to you.
- **Identify usage trends and improve the Sites.** We use your personal information to help us (or our service providers and partners) conduct research and analytics about your use of the Sites and identify usage trends. We also use your personal information to identify issues, test new features or changes in our features, and improve the Services.
- **Maintain security and prevent fraud.** We use your personal information to (a) help maintain the security and integrity of the Sites, (b) detect, prevent, investigate, and protect you, our business, our users, and others from fraud, unauthorized transactions, and other unsafe activity, and (c) protect the safety, rights, or property of any person, the public, or Instacart.
- **Satisfy our legal obligations.** We use your personal information to comply with applicable laws and regulations, respond to legal process, and/or respond to requests and communications from law enforcement authorities or other government officials.
- **Accommodate communications between you and our retail partners.** Only if you choose to, we will use your information to connect you with our relevant partners.
- **As otherwise necessary or appropriate.** We will use your personal information for other purposes at your direction or with your consent.

3. Information Disclosure

We may disclose your personal information to the categories of recipients listed below.

- **Our affiliates and subsidiaries.** We may disclose your personal information to our affiliates, subsidiaries, and other companies under common control and ownership for purposes consistent with this Privacy Policy and other business and operational purposes.
- **Our service providers and third-party partners.** We disclose your personal information to third parties that provide services to us, including: cloud storage services; system hosting,

services; research partners; data security services; fraud prevention; payment processing services; delivery services; analytics services; legal services; map services.

- **Our marketing and advertising partners.** We may disclose your personal information to our marketing and advertising partners, including social media platforms, third-party advertising networks, and other parties to assist in serving and measuring our or their advertisements.
- **In connection with legal matters.** We may share your information when we believe that the disclosure is reasonably necessary to comply with applicable laws, regulations, legal processes, or legal requests.
- **Third parties in connection with a sale or business transaction.** We may sell or purchase assets during the normal course of business. If another entity acquires us or any of our assets, information that we have collected may be transferred to such entity and its advisors leading up to and/or following the transaction. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, information that we hold may be considered an asset of ours and may be sold or transferred to third parties.
- **Co-Branded Products.** We offer services or sell product lines jointly with third-party businesses (such as co-branded credit cards) and we may share your personal information with companies that offer co-branded services or products.
- **Other third parties and partners.** We will disclose your personal information to other parties at your direction or with your consent. For example, if you direct us to, we may share your information with our retail partners, so they can reach out to you. We may also disclose your personal information to other parties if we believe it necessary or appropriate either: (a) under applicable law; (b) to protect our operations and those of any of our affiliates; (c) to protect our rights, privacy, safety, or property, and/or those of others; or (d) to allow us to pursue available remedies or limit damages that we may sustain.

We may disclose your personal information for other reasons that we will describe at the time of information collection or prior to sharing your information.

4. Children's Privacy

The Sites are not designed for or intentionally directed to children under the age of 18, and we do not knowingly collect personal information from children under the age of 18.

5. Third-Party Websites

We may integrate some of our Sites and services with or include links within our Site or services to other applications, platforms, websites and services that we do not operate. We may also offer social sharing tools that let you share actions on the Sites with other websites and vice versa. The privacy practices of these websites, platforms and services will be governed by their own privacy policies. We expressly disclaim any and all liability for the actions of third parties, including, but without limitation to, actions relating to the use and/or disclosure of Information by third parties.

6. Information Security

We employ and maintain reasonable administrative, physical, and technical measures designed to safeguard and protect personal information under our control from unauthorized access, use, and disclosure. Unfortunately, the transmission of information via the internet or email is not completely secure. Although we will do our best to protect your Information, we cannot guarantee the security of your information transmitted through the Sites or over email; any transmission is at your own risk.

7. Cross-Border Transfers

Instacart operates a global business, and we use vendors located around the world to help us run our business. Accordingly, the disclosures described above may result in the transfer of your personal information outside of the country or region in which you reside. For example, the personal information of users located in Canada will be transferred outside of Canada, including to the United States.

When we transfer your personal information outside of your country of residence, we do so in accordance with applicable law and take appropriate steps to ensure your information is protected. However, please note that while outside of the jurisdiction in which you reside, some of your personal information will be subject to applicable local laws, which may permit government and national security authorities in those jurisdictions to access your personal information in certain circumstances.

8. Information Retention

We keep personal information only for as long as necessary to fulfill the purposes for which we have collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information; the potential risk of harm from unauthorized use or disclosure of the personal information; the purposes for which we use the personal information; whether we can achieve those purposes through other means; and the applicable laws that require us to retain information for regulatory purposes or permit us to retain the information to preserve our legal rights.

9. Your Choices

Depending on your jurisdiction, you may submit a request to know, access, correct or delete the information we have collected about you at privacy@instacart.com or by contacting your Instacart account manager. You may appeal any decision we have made about your request by following the instructions in the communication you receive from us notifying you of our decision. Your right to know includes (but is not limited to) what personal information we have collected about you, including the categories of sources from which the personal information is collected, the business or commercial purpose for collecting or sharing personal information, the categories of third parties to whom we share

the personal information, and the specific pieces of personal information we have collected about you. We do not discriminate based on the exercise of any privacy rights that you might have.

10. Disclosures for Residents of Nevada

We do not sell your personal information within the scope of, and according to the defined meaning of, a "sale" under NRS 603A.

11. Disclosures for Residents of California

You may designate an authorized agent to exercise Your Choices on your behalf. To designate an authorized agent to exercise choices on your behalf, please provide evidence that you have given such agent power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. We will respond to your request consistent with applicable law and subject to proper verification. We will verify your request by asking you to send it from the email address associated with your account or to provide information necessary to verify your account.

Do Not Track. "Do Not Track" ("DNT") is a developing standard for web browsers that aims to inform the websites you visit that you do not want information about your online activity collected over time and across third-party websites or online services. Although we do our best to honor the privacy preferences of our users, we do not interpret or respond to DNT or other similar signals from your browser at this time. For more information, visit <http://www.allaboutdnt.com>.

As already described above, the following chart details the categories of Personal Information we have collected about California residents in the past twelve (12) months, the sources from which we've collected the information, the categories of recipients to whom we have disclosed the information, and the categories of recipients to whom we have sold or with whom we have "shared" the information for cross-context behavioral advertising ("**Behavioral Advertising**"). For clarity, we do not and have not in the last twelve (12) months sold or shared personal information about you as defined by the California Consumer Privacy Act ("**CCPA**").

Category of Personal Information	Source(s)	Categories of parties to whom we have disclosed Personal Information for a business purpose	Categories of parties with whom we have shared or to whom we have sold Personal Information for

			Behavioral Advertising
Identifiers , including names, email addresses, IP addresses, postal address, social media account handles and other similar identifiers.	<ul style="list-style-type: none"> • Directly from you • Through automated means • Third-party sources 	<ul style="list-style-type: none"> • Our service providers • Our research partners • Our affiliates • Our business partners 	NA
Commercial information, including products purchased, obtained, or considered and other purchasing or consuming histories or tendencies.	<ul style="list-style-type: none"> • Directly from you • Through automated means • Third-party sources 	<ul style="list-style-type: none"> • Our service providers • Our affiliates 	NA
Internet or other electronic network activity information, including browsing history, search history, and information regarding individuals' interactions with the Services and ads.	<ul style="list-style-type: none"> • Through automated means • Third-party sources 	<ul style="list-style-type: none"> • Our service providers • Our affiliates 	NA
Audio, electronic, visual , or similar information, such as telephone call recordings (where permitted by law).	<ul style="list-style-type: none"> • Directly from you • Through automated means 	<ul style="list-style-type: none"> • Our service providers • Our affiliates 	NA

Inferences, meaning inferences drawn from any of the information in the categories listed above to create a profile about individuals reflecting their preferences and/or behavior.	<ul style="list-style-type: none"> • Through automated means • Third-party sources 	<ul style="list-style-type: none"> • Our service providers • Our affiliates • Our partners 	NA
Sensitive Personal Information, including driver's license or state identification card numbers, log-in information for accounts in combination with passwords allowing access to the accounts.	<ul style="list-style-type: none"> • Directly from you • Through automated means 	<ul style="list-style-type: none"> • Our service providers • Our retailers 	NA

a. Use and disclosure of sensitive Personal Information

We only use or disclose sensitive personal information as necessary to provide the Sites; resist malicious, deceptive, fraudulent, or illegal actions directed at our business; ensure the physical safety of natural persons; and verify, maintain, and improve the quality of our Sites.

b. Consumer Affairs

Under California Civil Code Section 1789.3, California residents are entitled to the following specific consumer rights notice: If you have a question or complaint regarding our website, please send an email to legal@instacart.com. You may also contact us by writing to us at the address provided below under [Contact Information](#). California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at 400 R Street, Suite 1080, Sacramento, California 95814, or by telephone at (916) 445-1254 or (800) 952-5210.

12. Disclosures for Residents of Canada

For information about the transfer and storage of your personal information outside of Canada, please see [Cross-Border Transfers](#) above. You may submit an access or deletion request as explained in [Your Choices](#) above.

13. Changes to this Privacy Policy

We may occasionally update this Privacy Policy to reflect changes in our practices with respect to the collection, use, and disclosure of personal information and/or changes in applicable law.

The “Last updated” date at the top of this page indicates when this Privacy Policy was last revised. If we make changes, we will revise the date at the top of this Privacy Policy and, in the case of material changes to this Privacy Policy, we may provide you with additional notice (such as a notice posted on the Services or a message delivered to the email address that we have on file for you).

We encourage you to review this Privacy Policy periodically to remain informed about our information handling and privacy practices.

14. Contact Information

Questions or comments about this Privacy Policy or our information handling practices? Contact Instacart’s Global Privacy Team at:

Instacart
50 Beale Street, Suite 600
San Francisco, California 94105
privacy@instacart.com
1-888-246-7822

If you have a disability and would like to access this Privacy Policy in an alternative format, please contact us at (888) 317-8968. Instacart is committed to making its electronic and information technologies accessible to individuals with disabilities.

If you have comments concerning this website’s accessibility, please contact us at the email address accessibility-feedback@instacart.com.