

# dine|amc rewards privacy policy

**Your privacy is important to us.** DineAmic ivaHospitality, LLC and its subsidiaries and affiliates ("**DineAmic**," "**we**," or "**us**"), understand your concerns with regard to how information about you is used and shared, and we appreciate your trust that we will use and share information about you carefully and sensibly.

This Privacy Policy describes what information we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy applies to your use of our Web site (the "**Site**") and any other means by which we may collect information about you, including information you may provide to us other than on the Site in connection with your participation in the DineAmic Hospitality Rewards Program (the "**Rewards Program**").

We encourage you to become familiar with this Privacy Policy. By accessing and using the Site and/or by participating in the Rewards Program, you agree that you have read and understand this Privacy Policy and that you accept and consent to the privacy practices (and any uses and disclosures of information about you) that are described in this Privacy Policy.

This Privacy Policy does not apply to any other websites or programs. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

## 1. WHAT INFORMATION DO WE COLLECT, AND HOW DO WE COLLECT IT?

We and our third party service providers ("**Contractors**") may collect certain information from or about you in connection with your use of, or your submissions to or via, the Site or participation in the Rewards Program (together, "**Collected Information**"), including personally identifiable information about you.

The Collected Information includes information that you provide when you enroll as a member of the Rewards Program, such as your name, email address, user name, password, postal address and phone number.

We and our Contractors may retain the content of, and metadata regarding, any correspondence you may have with us or our representatives, regardless of the mode of communication by which such correspondence was made. This information helps us to improve the Site, and the online content, materials, and services that we make available on the Site, and to more effectively and efficiently respond to both current and future inquiries.

## 2. HOW DOES OUR WEBSITE OPERATE AND HOW DO WE USE COOKIES?

As with many other websites, the web servers used to operate the Site may collect certain data pertaining to you, including data regarding the equipment and communications method that you use to access the Site, and your activities on our Site. For security reasons and to confirm the integrity of the Site, we and our Contractors may combine components of these data with Collected Information, which may identify you. Unless otherwise described in this Privacy Policy, such identifying information (which is deemed "**Collected Information**" hereunder) will be used solely for our business purposes.

The Collected Information may reveal such things as the Internet protocol ("**IP**") address assigned to your computer, specific pages that you access on the Site or prior to or after visiting the Site, and the length of time you spend at the Site. We and our Contractors may use this information to help administer the Site and the servers that provide the Site, generate statistical information, monitor and analyze Site traffic and usage patterns, and improve the Site's content and content delivery, including any online content, materials, and services that we describe or make available on the Site.

In addition, our Site may send one or more "**cookies**" to your computer to improve the utility of the Site by storing user preferences and tracking user trends (also deemed "**Collected Information**" hereunder). Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Please note that you may not be able to access the full functionality of our Site if cookies are disabled on your browser.

## 3. HOW WILL WE USE THE INFORMATION YOU PROVIDE TO US?

We and our Contractors use Collected Information to operate the Rewards Program and Site, and to communicate with you regarding your Rewards Program account status. Specifically, Collected Information is used to enroll you in the Rewards Program and ensure that you receive applicable credit for your dining purchases and/or other promotional activities. This information is also used to notify you of any special products, services or promotions. This information is not sold or otherwise transferred outside DineAmic and its Contractors.

We and our Contractors may also use Collected Information to analyze and improve the content, materials, and services that we make available on the Site, to notify you of changes made to the Site, to evaluate user needs and improve the Site content, to send you promotional materials, and support our continuing efforts to offer users the information and services we think they want most. If you contact us for support or assistance, we may use Collected Information to provide service and support to you. We may also use Collected Information and the associated statistical data we and our Contractors generate to deliver targeted advertisements to you and other visitors of our Site.

We and our Contractors may store Collected Information for as long as needed for the purposes indicated in this Privacy Policy, which may be indefinitely.

## 4. WITH WHOM DO WE SHARE THE INFORMATION WE COLLECT?

We may share Collected Information with certain of our Contractors (e.g., our web hosting provider) in order to provide the Site to you, or otherwise as necessary to provide services to us (such as, printing or mailing services) or as permitted by law. We may also share Collected Information with some of our business and marketing partners in furthering our mission as an organization, or delivering the content, materials, and services available on or through the Site to you. We and our Contractors may also produce reports on aggregated demographic and statistical information, Site traffic, usage patterns, and similar data generated from Collected Information, and we may share these reports with our business and marketing partners and others.

We may disclose Collected Information to the proper authorities if we become subject to a subpoena or court order or if we believe that we are otherwise legally required to disclose such information. We may also use and disclose information about you to establish or exercise our legal rights, to assert and defend against legal claims, or if we believe such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities, misuse of the Site, or potential threats to the physical safety or well-being of any person.

We reserve the right to transfer Collected Information in our possession to a successor organization in the event of a merger, acquisition or bankruptcy or other sale of all or a portion of our assets.

**5. HOW DO WE COMMUNICATE WITH YOU?**

We may from time to time send special offers to you on behalf of selected DineAmic Hospitality restaurants that we think may be of interest to you. We may also send you offers for goods or services sold by DineAmic Hospitality or our affiliates, including in email newsletters, by email or ordinary mail, or by telephone.

**6. WHAT CHOICES DO YOU HAVE?**

When corresponding with DineAmic or our representatives, or when making a request for information or otherwise interacting with us or others through the Site or otherwise in relation to the Rewards Program, you choose what information to supply, what questions or comments to submit, whether you wish to receive further information, and by what method of communication such information should be delivered. Please take care to share only such information as is needed or that you believe is appropriate. You are under no obligation to provide us with personally identifiable information, but without it we may not be able to provide you the products or services you request or allow you to participate in the Rewards Program. You may contact us as indicated below if at any time you would like to ask us about our data collection and information security practices.

**7. HOW DO WE PROTECT INFORMATION COLLECTED ABOUT YOU?**

We have put in place certain security measures to safeguard Collected Information. We restrict access to Collected Information to those individuals or entities that need to know that information in order to operate and manage the Rewards Program or the Site, expand our business, or to provide products and services to you. While we maintain physical, electronic and procedural safeguards to protect Collected Information, please be aware that the storage and communication of Collected Information can never be completely secure. Hence we do not guarantee that information that you transmit or otherwise supply to us, or any communications conducted on or through the Site, is or will be totally secure. If you become aware of any breach of Site security or this Privacy Policy, please notify us immediately.

**8. NO USE BY CHILDREN.**

The Rewards Program and the Site may be used only by adults over the age of 18. DineAmic is committed to protecting the on-line privacy of children and making the Internet safe for our users. To that end, no information should be submitted to or posted on this site by anyone under the age of 18. No personal information will knowingly be accepted from a child under 18.

If your child has already provided us with personal information, you may ask to see this information for the purpose of correcting it, or ask us to delete this information from our records entirely (see "Any Questions?" below.)

**9. WE MAY CHANGE THIS POLICY.**

From time to time, we may change our privacy practices, and this Privacy Policy, because of changes in relevant and applicable legal or regulatory requirements, our business practices, or in our attempts to better serve your needs and those of our other customers. We will try to notify you of any such changes, and a revised policy will be posted on this Site. Your continued use of the Site and/or participation in the Rewards Program after such notice will be deemed acceptance of the changes to this policy. We encourage you to regularly review the current version of this Privacy Policy on the Site.

**10. LOCATION OF THIS SITE.**

This Site is hosted and operated in the United States. However, we and our Contractors may, in connection with operating the Site and Rewards Program, store Collected Information in the United States, or we may transfer it to, and store it within, other countries.

The Site and Rewards Program are intended for use by United States residents. Those who access or use the Site from jurisdictions outside the United States do so at their own choice and risk and are solely responsible for compliance with local law. If you are not a resident of the United States, you acknowledge and agree that we may collect and use your personal information outside your home jurisdiction, and that we may store your personal information in the United States or elsewhere. Please note that the level of legal protection provided in the United States or other non-European countries from which you may access our Site may not be as stringent as that under European Union privacy standards or the privacy laws of some other countries, possibly including your home jurisdiction.

**ANY QUESTIONS?**

For any questions, or to request further information regarding this Privacy Policy or our use and disclosure of Collected Information, please contact us at [rewards@dineamicHospitality.com](mailto:rewards@dineamicHospitality.com).