

**ILILI RESTAURANT  
PRIVACY NOTICE**

At Ilii Restaurant, we respect and believe it is important to protect the privacy of our customers. This Privacy Notice explains how we collect, use, and protect any information that we collect from you, and explains the choices you have about the use of that information. A summary of the Privacy Notice is below, and we encourage you to review the entirety of the Privacy Notice following this summary.

<p><b><u>Types of Information Collected.</u></b> You may provide us with certain personal information about you, like your contact information, demographic information, bank account and credit/debit card numbers, purchase information and restaurant reservation information, relationship to food allergies and food preferences, resume information, and your physical location. We may also receive information from your Internet browser, computer and/or mobile device. &lt;&lt;“Click to Read More”&gt;&gt;</p>	<p><b><u>How Information is Collected.</u></b> When you access our services electronically or visit our website, we automatically collect and store certain information available through your Internet browser and computer equipment. We also collect personal information about you, including your name, address, and financial information. We collect this information from applications, forms, and correspondence we receive from you, from you and others related to our transactions with you, and from your Internet browser, computer, mobile device or similar equipment. &lt;&lt;“Click to Read More”&gt;&gt;</p>
<p><b><u>Use of Collected Information.</u></b> We request and use your personal information to provide services and products to you, to improve our products and services, and to communicate with you about these services and products. We also share your contact information with our affiliates for their marketing purposes, but we allow you to opt-out of this affiliate sharing. &lt;&lt;“Click to Read More”&gt;&gt;</p>	<p><b><u>When Information Is Disclosed.</u></b> We may disclose your information to third parties providing you services, our trusted business partners, and law enforcement agencies or governmental authorities, as required by law. &lt;&lt;“Click to Read More”&gt;&gt;</p>
<p><b><u>Choices With Your Information.</u></b> Your decision to submit personal information is entirely up to you. You can opt-out of certain disclosure or use of your information or choose to not provide any personal information to us. &lt;&lt;“Click to Read More”&gt;&gt;</p>	<p><b><u>Account, Password and Security.</u></b> We may require the use of encryption technologies for your protection and/or account. We use reasonable precautions to protect your information, but you are ultimately responsible for protecting your username, password, and account information. We do not and cannot guarantee or warrant that any information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception, or error. &lt;&lt;“Click to Read More”&gt;&gt;</p>
<p><b><u>Employment Opportunity Information Collection.</u></b> We currently or may in the future allow prospective employees to request additional job opportunity information online. By submitting your information, you consent to its dissemination to, and use by, us and our affiliates. &lt;&lt;“Click to Read More”&gt;&gt;</p>	<p><b><u>Information from Children.</u></b> The Web Properties are meant for adults. We do not collect Personal Information from any person that we know to be under the age of thirteen (13) without permission from a parent or guardian. &lt;&lt;“Click to Read More”&gt;&gt;</p>
<p><b><u>Privacy Outside the Web Properties.</u></b> We are not responsible for the privacy practices of third parties, even if our website links to those parties’ websites. &lt;&lt;“Click to Read More”&gt;&gt;</p>	<p><b><u>European Union Users.</u></b> By using our website and providing us with your information, you are authorizing us to collect and use your information outside of the European Union. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. &lt;&lt;“Click to Read More”&gt;&gt;</p>
<p><b><u>Your California Privacy Rights.</u></b> We comply with</p>	<p><b><u>Access and Correction.</u></b> If you desire to see the</p>

California’s “Shine the Light” law and we do not recognize “do not track” requests from Internet browsers and similar devices. <<“Click to Read More”>>	information collected about you, please contact us in the manner specified at the end of this Privacy Notice. <<“Click to Read More”>>
<b><u>Your Consent To This Privacy Notice.</u></b> By submitting information to us and using our website, you are accepting and agreeing to the terms of this Privacy Notice. <<“Click to Read More”>>	

**ILILI RESTAURANT  
PRIVACY NOTICE**

Ilili Restaurant (“we”, “our”, “us”, or “Ilili”) respects and is committed to protecting your privacy. That is why we have adopted this Privacy Notice. We pledge that we will take reasonable steps to ensure that your Personal Information (as defined herein) and Browsing Information (as defined herein) will only be used in ways that are in compliance with this Privacy Notice. This Privacy Notice is in effect for any Personal Information and Browsing Information collected by or on behalf of us, no matter the method of collection, such as collection through this website and any online features, services, and/or programs we offer, such as Restaurant Week promotions (collectively, the “Web Properties”).

**Types of Information Collected**

We may collect two types of information: Personal Information and Browsing Information.

Personal Information. The types of personal information we collect may include, among other things (collectively, “Personal Information”):

- contact information (e.g., name, address, phone number, email address);
- demographic information (e.g., date of birth, gender, marital status);
- bank account and credit/debit card numbers;
- purchase information and restaurant reservation information;
- relationship to food allergies and food preferences;
- resume information (e.g., education, work and military history, legal work eligibility status); and
- your physical location.

Browsing Information. The types of Browsing Information we collect may include, among other things (collectively, “Browsing Information”):

- Internet Protocol (or IP) address, protocol and sequence information;
- browser language;
- browser type;
- domain name system requests;

- browsing history (including time spent at a domain, time and date of your visit);
- number of clicks;
- hypertext transfer protocol headers;
- application client and server banners;
- operating system fingerprinting data; and
- MAC address, device ID/UDID, or similar device-specific code used for advertising/marketing tracking purposes.

**How Information Is Collected**

In the course of our business, we may collect *Personal Information* about you from the following sources:

- information we receive from you, or on your behalf, through forms you complete, or if you contact us, for example to raise a query;
- the correspondence you and others direct to us;
- information we receive from you through the Web Properties, such as when creating an account, participating in a survey, placing an order, making a reservation, or joining our mailing list;
- information we receive from your computer or mobile device;
- information we receive from our partners or service providers, and parties that administer our online ordering system, gift certificates, and restaurant reservations; and
- information we receive from other sources, as permitted by applicable laws, rules and regulations.

We may sponsor sweepstakes, contests and/or other promotions through the Web Properties, including coupon promotions and discounts for special events. Your participation is entirely voluntary. You may be asked to provide Personal Information or to answer questions in order to participate. We may also transfer Personal Information to certain advertising or marketing partners from whom you have requested to receive information.

You can conveniently sign up to join our mailing list by following the prompts on our website. Your receipt of such communication is entirely voluntary. If you have signed up to be on our mailing list, but you no longer wish to receive

updates from us, simply click on the “Unsubscribe” link that you find at the end of each email.

We may collect *Browsing Information* from you as follows:

- **Browser Log Files.** Our servers automatically log each visitor to the Web Properties and collect and record certain Browsing Information about each visitor. The Browsing Information includes only generic information reveals nothing personal about the user.
- **Cookies.** From time to time, we and/or our advertisers or other third parties may use “cookies,” which are files that are stored on your computer that can be retrieved to assist in customizing your experience with our Web Properties. You can view our Cookie Policy here for additional information: [\[Link to Cookie Policy\]](#). If you would prefer not to receive cookies, you may be able to alter your browser’s configuration to refuse cookies.
- **Unique Identifier.** We may assign you a unique internal identifier to help keep track of your future visits. We use this information to gather aggregate demographic information about our visitors, and we use it to personalize the information you see on the Web Properties and some of the electronic communications you receive from us. We keep this information for our internal use, and this information is not shared with others.

### **Use of Collected Information**

The Personal Information that we collect may be used for five main purposes:

- to enable the features of the Web Properties, including, but not limited to: (a) operating any sweepstake, contest and/or other promotion in which you may participate; (b) setting up and managing your online account, including, but not limited to, our processing your requests for information, and/or providing support services to you; (c) providing services to you; and (d) delivering rewards, coupons and offers to you;
- to improve the Web Properties by determining which of our products, features and services are most popular. We may analyze your information and usage information to enable us and our affiliates to provide services to you and develop new features, functionality, and services and otherwise for our internal business purposes;
- to personalize your experience on the Web Properties;
- to communicate with you and to inform you about our and third parties’ products and services. We and/or any of our third party service providers may send you and keep you updated with information about existing and new services, products, and special offers, by email, telephone, mail or by means of any other contact details you provide to us or our affiliates, or to such third party

service providers. We may also send you and keep you updated with information about our service and products when you sign up to be on our mailing list; and

- to license, sell, or share your Personal Information to non-affiliated third party companies whose products and services we believe that you may enjoy. You may, at any time, opt-out of us sharing your Personal Information for such purposes by contacting us as described below in “Choices With Your Personal Information.”

### **When Information Is Disclosed**

We may provide your Personal Information (excluding information we receive from consumer or other credit reporting agencies) and Browsing Information to various individuals and companies, as permitted by law, without obtaining your prior authorization. Such laws do not allow consumers to restrict these disclosures. Please see the section “Choices With Your Personal Information” below to learn how to limit the discretionary disclosure of your Personal Information and Browsing Information. Disclosures may include, without limitation, the following:

- to third-party contractors or service providers who provide services or perform marketing services or other functions on our behalf;
- to deliver coupons, offers, and otherwise promote our products and services to you;
- to law enforcement or other governmental authority in connection with an investigation, or civil or criminal subpoenas or court orders;
- enforce this Privacy Notice;
- investigate or respond to claims that any material, document, image, graphic, logo, design, audio, video or any other information provided by you violates the rights of a third party; and/or
- protect the rights, property or personal safety of us, our users or the public.

We maintain reasonable safeguards to keep the Personal Information and Browsing Information that is disclosed to us secure. We provide Personal Information and Browsing Information to our affiliates and other businesses or persons for the purposes of (1) processing such information on our behalf, and (2) promoting our services and the services of our affiliates and trusted business partners. We require that these parties agree to process such information in compliance with our Privacy Notice or in a similar, industry-standard manner. The use of your information by a trusted business partner may be subject to that party’s own Privacy Notice. Unless permitted by law, we do not disclose information we collect from consumer or credit reporting agencies with our affiliates or others without your consent, in conformity with applicable law.

We reserve the right to transfer your Personal Information, Browsing Information, as well as any other information, in connection with the sale or other disposition of all or part of the Iili business and/or assets, or in the event of our bankruptcy, reorganization, insolvency, receivership or an assignment for the benefit of creditors. You expressly agree and consent to the use and/or transfer of the foregoing information in connection with any of the above described proceedings. We cannot and will not be responsible for any breach of security by any third party or for any actions of any third party that receives any of the information that is disclosed to us.

### **Choices With Your Information**

Whether you submit any Personal Information or Browsing Information to us is entirely up to you. If you decide to not submit Personal Information or Browsing Information, we may not be able to provide certain services or products to you.

You may choose to prevent Iili from disclosing or using your Personal Information and/or Browsing Information under certain circumstances (“opt-out”). You may opt-out of any disclosure or use of your information for purposes that are incompatible with the purpose(s) for which it was originally collected or for which you subsequently gave authorization by notifying us by one of the methods at the end of this Privacy Notice, or by following the procedures set forth in an electronic communication from us, if applicable. Furthermore, even where your information is to be disclosed and used in accordance with the stated purposes in this Privacy Notice, you may elect to opt-out of such disclosure to and use by a third party that is not acting as our agent. There are some uses from which you cannot opt-out, such as our use of your information to provide products, features or services that you have requested from us, or Iili enforcing its rights with respect to you or others, or defending itself against a claim brought by you or others.

### **Account, Password and Security**

For certain features available through the Web Properties, we may require the use of encryption technologies provided for your protection and/or account. We use reasonable precautions to protect the privacy of your username, password, and account information. You, however, are ultimately responsible for protecting your username, password, and account information from disclosure to third parties, and you are not permitted to circumvent the use of required encryption technologies. While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we do not and cannot guarantee or warrant that any information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception, or error.

### **Employment Opportunity Information Collection**

For individuals interested in job opportunities with us, the Web Properties currently or may in the future allow prospective employees to request additional job opportunity information. The Web Properties may be used to collect Personal Information from prospective employees for human resources recruitment purposes. By submitting any of the foregoing information, you consent to its dissemination to, and use by, us and our affiliates. The foregoing also applies to job application inquiries and submissions that you may transmit to us other than through the Web Properties.

### **Information from Children**

The Web Properties are meant for adults. We do not collect Personal Information from any person that we know to be under the age of thirteen (13) without permission from a parent or guardian. Specifically, the Web Properties are not intended or designed to attract children under the age of thirteen (13). You affirm that you are more than eighteen (18) years of age, or an emancipated minor, or possess legal parental or guardian consent, and are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Privacy Notice, and to abide by and comply with this Privacy Notice.

Parents and legal guardians should be aware that this Privacy Notice will govern our use of Personal Information, but also that information that is voluntarily given by children – or others – in email exchanges, bulletin boards or the like, may be used by other parties to generate unsolicited communications. We encourage all parents to instruct their children in the safe and responsible use of their Personal Information while using the Internet.

### **Privacy Outside the Web Properties**

The Web Properties may contain links to other websites, including, but not limited to, Facebook, Twitter and Instagram. We are not and cannot be responsible for the privacy practices or the content of any of those websites. Please check with those websites in order to determine their privacy policies and your rights under them.

Other than under agreements with certain reputable organizations and companies, and except for third party service providers (as described in this Privacy Notice), including, but not limited to Constant Contact and QuickGifts, we do not share any of the Personal Information that you provide to us with any of the websites to which the Web Properties link, although we may share aggregate, non-personally identifiable information with those other third parties. Please check with those websites

in order to determine their privacy policies and your rights under them.

### **European Union Users**

The Web Properties are hosted in the United States and are governed by United States law. If you are using the Web Properties from outside the United States, please be aware that your Personal Information and Browsing Information, may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. By using the Web Properties, you consent to your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this Privacy Notice.

We will only process your Personal Information when we have a legal basis to do so. When we do process your Personal Information, we will do so with your consent as set forth in this Privacy Notice, or because the processing is necessary for the performance of services or to provide products to you, to comply with our legal obligations, to pursue our legitimate interests, or to establish or defend a legal claim.

If applicable, you may have the following rights under some circumstances:

- You may request information about what personal information we have about you;
- You may request rectification, deletion, and limitation of the processing of your Personal Information as long as this is legally permissible and possible within the framework of an existing contractual relationship;
- You have the right to transfer the Personal Information that you have provided to us on the basis of a consent or a contract; and
- If you have given us consent for Personal Information processing, you can revoke it at any time in the same way that you have granted it. The revocation of the consent does not affect the legality of the processing done before you revoked your consent.

To exercise your rights, please contact us by one of the methods set forth at the end of this Privacy Notice. We may not be able to accommodate your request in every situation, but if that is the case, we will let you know why. We may charge you an administrative fee for subsequent requests, as permitted by applicable law.

If you are a data subject in the European Union and you believe that our processing of your Personal Information infringes applicable law, you may submit a complaint with

a supervisory authority. The name and contact details of the Data Protection Authorities in the European Union can be found at [http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).

### **Your California Privacy Rights**

Under California's "Shine the Light" law, California residents who provide certain personally identifiable information in connection with obtaining products or services for personal, family, or household use are entitled to request and obtain from us (once a calendar year) information about the customer information we shared (if any) with other businesses for their own direct marketing uses.

To obtain this information, please send an email message to [contact@ililinc.com](mailto:contact@ililinc.com) with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements, and only information on covered sharing will be included in our response.

Under California Civil Code Section 1789.3, California residents who use the Web Properties are entitled to the following consumer rights notice: If you have a question or complaint regarding the services or products provided through the Web Properties, please send an email to [contact@ililinc.com](mailto:contact@ililinc.com). You may also contact us by writing to 236 5th Avenue, New York, NY 10001, or by calling us at [REDACTED]. California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs by mail at 1625 North Market Blvd., Suite N 112, Sacramento, CA 95834, or by telephone at (916) 445-1254 or (800) 952-5210.

Note that your browser settings may allow you to automatically transmit a "Do Not Track" signal to websites and online services that you visit. Like many websites and online services, we currently do not alter our practices when we receives a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you may wish to visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### **Access and Correction**

Please contact us in the manner specified at the end of this Privacy Notice to access your Personal Information in our possession and correct inaccuracies of that information in our records. We ask individuals to identify themselves and the information requested to be accessed and amended before processing such requests, and we may decline to process requests in limited circumstances, as permitted by applicable privacy legislation.

### **Your Consent To This Privacy Notice**

By submitting Personal Information and/or Browsing Information to us, you consent to the collection and use of information by us in compliance with this Privacy Notice unless you inform us otherwise by means of the procedure identified below. If we decide to change this Privacy Notice, we will make an effort to post those changes on the Website. Each time you provide information to us, or we receive information about you, following any amendment of this Privacy Notice will signify your assent to and acceptance of its revised terms for all previously collected information and information collected from you in the future. We may use comments, information or feedback that you may submit in any manner that we may choose without notice or compensation to you.

If you have additional questions or comments of any kind, or if you see anything on the Web Properties that you think is inappropriate or incorrect, please let us know by email or by sending your comments or requests to:

Illi Restaurant  
236 5th Avenue  
New York, NY 10001  
Attn: Customer Care – Web Properties  
contact@ililinc.com

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Effective as of: January 27, 2016  
Last updated: July 23, 2018