

WestchesterEats

PRIVACY POLICY

Revised: June 6, 2017

WestchesterEats, LLC (“we,” “us,” and “our”) respects the privacy of the data collected from users (“you” and “your”) of our online order and reservation solution, including our consumer-facing mobile application software, internet-based subscription software for restaurants, website(s), social networking sites or pages, content or materials available in connection therewith, and other deliverables (collectively, “Online Services”). This privacy policy explains how we collect, use, disclose, and safeguard your information when you access Online Services. Please read this privacy policy carefully. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS OUR ONLINE SERVICES. We reserve the right to make changes to this policy at any time and for any reason. We will alert you about any changes by updating the “Revised” date of this privacy policy. You are encouraged to frequently review this policy to stay informed of our current privacy practices.

Information We Collect

We may collect information about you in a variety of ways. This privacy policy does not apply to the Apple® App Store and may be subject to its privacy policy and terms of use. In addition, this privacy policy does not apply to the third party payment processor or money transfer agent used to make payments for online food orders or subscription fees for restaurant users. We are not responsible for the data collected by such third parties. The information we may collect depends on your use of the Online Services and includes:

- **Personal Information.** By using our Online Services, we may collect demographic and other personally identifiable information (such as name, mobile phone number, email address, birthday, and gender) that you voluntarily provide to us when choosing to participate in our Online Services. If you choose to share information about yourself via interactive areas of our Online Services, please be advised that information you disclose in these areas is public information and will be accessible to anyone who accesses our Online Services.
- **Payment Details.** When you purchase, order, or request Online Services, we may collect data related to your payment method (e.g. card brand, expiration date). We do not, however, view or store your credit card information. This is handled by third party payment processors and money transfer agents.
- **Contact List Data.** With your permission, we may collect information from your mobile device or social networking sites, such as phone “contact list” data or Facebook contacts (“Social Networks”). Generally, we collect this information to help support the internal operations of our Online Services, like troubleshooting, understanding usage trends, and knowing the location of users.
- **Device Information.** Our servers automatically collect some data when you access our Online Services, such as your interactions with the mobile application and with the other users via server log files. We may also collect information such as device name and type, version of your operating system, access times, browser information, and settings. Information may also be collected via mobile device IDs and other similar tracking technologies to recognize you.
- **Location Information.** If you use our Online Services, we may access your generic location (such as city or neighborhood) data, or, with your consent, your geolocation data, which, if enabled, may be received by us every time you access our Online Services. We

may use and store this location information to provide and improve features of our Online Services, for example, to provide you more relevant content about restaurants in your neighborhood, and geolocation information enables delivery of certain online orders.

- **Public Information.** Some data we collect is publicly available. For example, we may collect information you submit to a blog or social network. We may also collect data about you from other entities. By gathering additional data about you, we can correct inaccurate information, enhance security of your transactions, and provide recommendations and special offers that may be of interest to you.

Information We Use

Having accurate information about you permits us to provide you with a safe, smooth, efficient, and customized experience. Specifically, we may use information collected about you in connection with our Online Services to: (1) process online food orders and reservations; (2) increase the efficiency and operation of our Online Services; (3) monitor and analyze usage and trends and to improve your experience with our Online Services; (4) generate a personal profile of you to make future visits more personalized; (5) solicit support for our Online Services; (6) request feedback and contact you about your use of our Online Services; (7) deliver targeted advertising; (8) compile anonymous statistical information and analysis for use internally or with third parties; and (9) enable user-to-user communications and post your comments, ratings and reviews; (10) detect, prevent, or investigate security breaches or fraud; and (11) maintain appropriate records for internal administrative purposes.

Information We Share

We may share information we have about you as follows:

- **With Service Providers.** We may share your information with third parties that perform services for us or on our behalf, including payment processors, data analytic services, email delivery vendors, hosting services, geolocation application programming interface services (e.g. Google Maps), telecommunication companies, wireless service providers, and customer service providers.
- **To Protect Lawful Interests.** If we believe the release of information about you is necessary to respond to legal process or a request for information, we may share your information as permitted or required by any applicable law, rule, or regulation or as necessary to investigate or remedy potential violations of our policies or to protect the rights, property, and safety of others. This includes exchanging information with other entities for fraud protection and credit risk reduction.
- **For Our Business Transactions.** If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party.
- **Your Public Posts.** We support and encourage you to interact with other users of our Online Services. When you use interactive features of our Online Services, your comments, ratings, reviews, and photos may be viewed by all users and may be publicly distributed outside our mobile applications.
- **With Other Users.** In order to provide the Online Services, we may share consumer information with restaurants and we may share restaurant information with consumers. For example, as a consumer, when you place an online food order or make reservation, we automatically provide certain categories of your information to the restaurant to facilitate and complete your request. As a restaurant, we may share your summary reports of feedback, ratings, and reviews from consumers.

- **With Advertisers and Marketing Firms.** Our Online Services may be supported by third party advertising services or networks that post advertisements within the mobile applications. These third party advertising services or networks use technology to send, directly to your mobile device, the advertisements and links that appear in connection with our Online Services. They automatically receive your IP address when this happens. They may also use tracking technologies to measure the effectiveness of their advertisements and to personalize the advertising content to you. We also may share your data with marketing firms to assess, develop, and provide you with promotions and special offers that may be of interest to you, administer sweepstakes and events, or for other promotional purposes.
- **Anonymized Data.** We may share your information in a way that does not directly identify you. For example, we may share data about your use of our Online Services and mobile applications in a way that does not identify you or may combine data about the nature or frequency of your transactions with similar information about other users and share the aggregated information for statistical analysis and other business purposes.

Interactive Features

You may be able to participate in certain activities via our Online Services that give you the opportunity to communicate or share information not just with us, but also with other users of our Online Services. These activities include posting comments, ratings, reviews, and photos. You understand that when you use our Online Services, information you post on interactive areas, as well as information you share with specific users may be publicly available. We recommend you be cautious about sharing personal information in online forums. We are not responsible for the actions of third parties with whom you share personal information and we have no authority to manage or control third party solicitations. If you no longer wish to receive correspondence, emails or other communications from third parties, you are responsible for contacting the third party directly.

Information Security

We use administrative, technical, and physical security measures to help protect personally identifiable information. While we have taken reasonable steps to make the personal information you provide to us as secure as possible against unauthorized access, please be aware that despite our efforts, no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online can potentially be intercepted and used by unauthorized parties. To help ensure security via the Internet, we recommend you keep your browser up to date with all current security patches, use a unique user name and password that you do not share, and prohibit anyone else from accessing your profile.

Policy for Children

In connection with our Online Services, we do not knowingly solicit information from or market to children under the age of 16. If you are at least 13 years old but not yet 18 years of age, do not access or use our Online Services unless you have received permission from your parent or guardian. We recommend that all children under 18 years of age ask their parents or legal guardians for permission before transmitting any information about themselves to anyone via the Internet. If you are under the age of 13, do not submit any personal information through our Online Services. We encourage parents and legal guardians to monitor their children's online activity and to help enforce our privacy practices. If we learn that personally identifiable information from users less than 13 years of age has been collected, we will take reasonable measures to promptly delete such information from our records; however, please be aware that the information may not be completely or comprehensively removed from our databases.

Cookies and Tracking Technologies

Our Online Services and our service providers may use flash cookies, web beacons, tracking pixels and other tracking technologies depending on the features offered. Log files, tags, and tracking technology is useful for gathering information such as browser type and operating system, tracking the number of visitors to the mobile applications, and understanding how visitors use the Online Services. Cookies can also help us customize the Online Services and improve your experience. When you access our Online Services, your personal information is not collected through the use of tracking technology. However, if you previously provided personal information, tags may be tied to such information. Aggregate cookie and tracking information may be shared with third parties. Also, some content on our mobile applications may be provided by third parties that may use cookies in conjunction with other tracking technologies to collect information about you when you use our Online Services, which enables them to provide targeted advertising to you. We do not control these third parties' tracking technologies or how they may be used. We may display certain advertising offers on our mobile applications or allow service providers, advertisers, advertising networks, or other third parties to advertise on our mobile applications. Additionally, we may use third party software to serve ads on our mobile applications, implement email marketing campaigns, and manage other interactive marketing initiatives. This third party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about interest-based ads, visit www.aboutads.info/choices. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of our Online Services.

Controls for Do-Not-Track Features

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have information about your online browsing activities monitored and collected. Our Online Services do not track your browsing activities across third party websites and we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your preference not to be tracked online. No uniform technology standard for recognizing and implementing DNT signals has been finalized. Because there is not yet a common understanding of how to interpret the DNT signal, we do not currently respond to DNT signals which may be sent from your mobile device or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will provide information about that practice in a revised version of this privacy policy.

Third Party Practices

Our Online Services may contain advertisements from third parties that are not affiliated with us and which may link to other websites, online services or mobile applications. We cannot guarantee the safety and privacy of information you provide to any third parties. Any information collected by third parties is not covered by this privacy policy. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from our Online Services. If you have questions about how these third parties use your information, we encourage you to review their policies and contact them directly.

Contact Us

Please submit questions or comments about this policy to: westchestereats.app@gmail.com.