

PRIVACY POLICY

Last modified: April 9, 2024

Introduction

Taco John's International, Inc. respects your privacy and is committed to protecting it through our compliance with this Privacy Policy. This Privacy Policy describes the types of information Taco John's International, Inc. ("TJI" or "We") may collect from you or that you may provide through use of www.tacojohns.com, our applications, and other online services that link to this Privacy Policy (collectively our "Sites"). It describes our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Privacy Policy applies to information we collect:

- On this Website;
- In email, text, multimedia, and other electronic messages between you and this Website;
- Through mobile and desktop applications authorized by us or that you download from this Website, which provide dedicated non-browser-based interaction between you and this Website, or when you interact with our profiles on third-party social media sites; and
- When you interact with our profiles, advertising, or applications on third-party websites and services, if those applications or advertising include links to this Privacy Policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by TJI or any third party (including our affiliates);
- Our franchisees through websites they operate; or
- Any third party (including our affiliates), including through any application or content (including advertising) that may link to or be accessible from our Sites.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Sites. By accessing or using our Sites, you agree to this Privacy Policy. Your continued use of our Sites after we make changes is deemed acceptance of those changes.

Children Under the Age of 13

We do not knowingly or intentionally collect personal information from children under 13. If you are under 13, do not use or provide any information on our Sites, register as a user, make any purchases through our Sites, use any of the interactive or public comment features of our Sites, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe we might have any information from or about a child under 13, please contact us at tjiguestrelations@tacojohns.com.

Information We Collect About You and How We Collect It

We collect information from and about users of our Sites, including information:

- By which you may be personally identified, such as name, address, e-mail address, telephone number, business information, gender, age, zip code, message history, social media name, birthday, favorite location, or any other identifier by which you may be contacted online or offline (“**personal information**”).
- Delivery address, date and location of past orders, Loyalty program membership number, and marketing email and SMS opt-in status.
- Payment card information, payment and transaction information such as items purchased, date and time of transaction, amount of purchase, amount of tip, coupon or other offer redemption information, and other information that you provide when you make an in-store, App, or online purchase.

We collect this information:

- Directly from you when you provide it to us.

Information You Provide to Us

The information we collect on or through our Sites may include:

- Information that you provide by filling in forms on our Sites. This includes information provided at the time of registering to use our Sites, posting material, or requesting further services. We may collect information from you when you place an order in-store, for delivery, or for pick-up, or when you sign up for our mailing list, participate in our Loyalty program or other offers, redeem coupons or promotions, purchase or redeem a gift card, or through other interactions with us. We may also ask you for information when you enter a sweepstakes, contest, or promotion sponsored by us, when you participate in a survey, or when you report a problem with our Sites.
- Records and copies of your messaging history or correspondence (including phone number and email address), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Sites.
- Your response to job inquiries and job application submitted by you via our website or job postings.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of our Sites or transmitted to other users of our Sites or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other users of our Sites with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Sites, we may use automatic data collection technologies. The information we collect automatically does not include personal information.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer or device. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Sites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Sites.
- **Location information.** We may collect information about your location if you provide your address or zip code, or we may obtain your location based on your IP address. If you provide access to location services through our App, we and our third-party providers may collect precise location data through GPS, Wifi, or other technologies.

Third-Party Use of Cookies and Other Tracking or Location Technologies

Some content or applications, including advertisements, on the Sites are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking or location technologies to collect information about you when you use our Sites. If you sign up for SMS messages, cookies may be used by third party providers to personalize your experience. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

We may use your location information to provide personalized content or advertising, to enhance your dining experience, to improve your order speed, to allow you to view coupons, deals, or promotions based on your location, to assist us with analytics, to provide you with personalized offers, and to improve our marketing, advertising, and customer service.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Sites and content to you.
- To deliver, analyze, maintain, and support messaging services provided to you, and to enhance, customize, and personalize your messaging experience.
- To provide you with information, products, or services that you request from us, or to respond to requests or comments from you.
- To fulfill your order, activate or update your Loyalty program account, or to fulfill any purpose for which you provide it.
- To detect and prevent fraud.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

- To notify you about changes to our Sites or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Sites, including online ordering, sweepstakes, contests, surveys, employment applications, comment forms, or any other online or mobile interactive activities.
- To inform our advertising and marketing.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or that you provide as described in this Privacy Policy:

- To our affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger or other sale or transfer in which personal information held by TJI about users of our Sites is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of TJI, our customers, or others.

Protection of Information

We have in place various safeguards to preserve the security and integrity of information you provide to us and that we share with third party service providers. These include physical, technical, and administrative security measures to protect your information against accidental or unlawful destruction, loss, or alteration, and against unauthorized disclosure or access. While we take efforts to protect against such incidents, we cannot guarantee or warrant the security of our systems at all times, and do not accept liability for accidental or unintentional disclosure of your information. In the event that any information is compromised as a result of a breach of data security, we will take reasonable steps to investigate the matter and, as appropriate, notify

individuals whose information may have been compromised. We will take additional steps as required by applicable laws and regulations.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Cookies.** You can set your browser or device settings to refuse all or some cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Sites may then be inaccessible or not function properly.
- **Promotional Offers from TJI.** If you do not wish to have your contact information used by TJI to promote our own products or services through our Sites, you can opt-out in the App by adjusting your user preferences in your account profile by checking or unchecking the relevant boxes. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions.
- **Messaging.** Consent to receive automated marketing text messages is not a condition of any purchase. You can opt-out of receiving further commercial text messages via our messaging service by responding to any of our text messages with the following replies: STOP, END, CANCEL, UNSUBSCRIBE, or QUIT. For additional opt-out information, please review our Terms of Use.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI's website.

Retention of Information

We will retain your information as long as reasonably necessary to maintain the services, including messaging services. We will retain your information as long as reasonably necessary to meet legal and accounting obligations or any other purpose described in this Policy, or as long as otherwise required or permitted by law.

Accessing, Correcting, or Deleting Your Information

You can review and change your personal information by logging into the App and visiting your account profile page. You may also send us an email at tjiguestrelations@tacojohns.com to request access to, correct, or delete any personal information that you have provided to us.

We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from our Sites, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other users of our Sites. Proper access and use of information provided on our Sites, including User Contributions, is governed by our Terms of Use.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting this page to check for any changes.

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