

Privacy Policy for QSR Automations, Inc.

Meta: See the QSR Automations Privacy Policy for more about our practices regarding the information we collect through our website.

QSR Automations Privacy Policy

This Privacy Policy describes our practices concerning the information collected through this website, DineTime® Host, the DineTime® App or any of our related applications, through our other websites and through the services provided to you as an individual (an “individual user”) using our App to make reservations or obtain other services or provided to your restaurant (a “restaurant user”) using DineTime Host for restaurant management services (collectively, the "Services"). The terms “our”, “we” and “DineTime” all refer to QSR Automations, Inc., which is the company providing the Services.

Below we describe what information we collect when you use the Services, how we protect that information, with whom we share it, and what your privacy options are. By using the Services, you consent to our collection and use of your data as described in this Privacy Policy. This Privacy Policy only applies to the websites, apps and services that we own and operate. Our websites and apps may provide links to third party websites. This Privacy Policy will not apply to any information you may provide while on such third party websites. We will continue to evaluate this Privacy Policy against new technologies, business practices, and our users' needs, and we may make changes to the Privacy Policy accordingly. Please check this page periodically for updates. If we make any material changes to this Privacy Policy, we will post the updated Privacy Policy here, along with its effective date, and notify you by means of a notice on our website.

The Information We Collect

We explain the two ways that we collect and process information about individual users and restaurant users.

Information You Provide to Us

Individual User - Account Information: You may choose to create an account and provide us with information to use certain services or to take advantage of special offers. If you create an account on DineTime, we may store and use information such as your full name, email address, phone number, zip code, gender and birth date. You can always edit the information associated with your account via the DineTime App, or if you believe that an unauthorized account has been created using your name, or likeness, you can request its removal by emailing support@dinetime.com.

Restaurant User - Account Information: To create a restaurant account, you must provide us with the following information: The restaurant name, location, address, phone number, contact person information, including phone number and email address, and if the restaurant is acquiring a level of service that requires payment, then payment information, such as credit card or bank account information. We may use a third-party intermediary to manage credit card processing. Such intermediary is contractually permitted to use your payment information solely to effect payment and for billing for the Services and any other purchases you may make through DineTime Host or our websites. You can always edit the information associated with your account using your log-in on dinetimehost.com or if you believe that an unauthorized account has been created, you can request its removal by emailing support@dinetime.com.

Public Content: We may add a social media component to the Services through which you may choose to post content (such as ratings, reviews, tips, photos or comments, likes, bookmarks, friends, lists) that may be shared with others through our Services. The information that you post to the Services is intended to be available for other users of DineTime to read, including your posted content, reviews about restaurants, and your account profile. Therefore, you agree that we may display this information on the Services, share it with businesses, and further distribute it to a wider audience through third party sites and services.

Contacts: You have the option to invite those of your friends that you think would like to join and use DineTime and the Services, by providing their contact information. If you invite a friend to join and connect with you on the Services, we will only use your friend's contact information to process your requests.

Communications: If you participate in a survey, poll, promotion, contest, or sweepstakes; submit a customer service or other inquiry to us; request to receive certain communications from us; we may collect contact information such as your name, address, email address, or telephone number as a result of your participation.

Information We Collect When You Use the Services

When an individual user uses the Services, we automatically collect and store certain information about your computer or device and your activities, including:

1. IP address of your computer
2. Unique mobile device identifier
3. Technical information about your computer or mobile device such as type of device, mobile device ID number, web browser (Internet Explorer 8, etc.), other browser information (e.g. size, connection speed and connection type), and operating system or platform (Mac, Windows XP, etc.)
4. Your preferences and settings (time zone, language, etc.)
5. If you are using a mobile device, your mobile device's geographic location (specific geographic location if you've enabled collection of that information, or general geographic location automatically). Please see the section "How to Disable the Collection of Mobile Device Location Information" below for further information.
6. Internet provider (Verizon, Comcast, etc.) or mobile carrier name (AT&T, Sprint, T-Mobile, etc.)
7. The URL of the last webpage you visited before visiting DineTime
8. Information about your activity on the Services (e.g., your search queries, comments, search results selected, clicks, pages viewed, how long you visited our Services, etc.)
9. Communications between you and other users or merchants through our Services.
10. For mobile application users, the online or offline status of your application.

When a restaurant user uses the Services, we automatically collect and store all of the information noted above. Also, we will have all the information that you submit or provide with respect to your restaurant and customers through your account with us or through your other communications with DineTime Host or DineTime, such as notifications to a party, seatings of a party, messaging activity, restaurant layout, etc. ("Transactional Data").

Mobile Device Location Information. When an individual user uses one of our location-enabled services (for example, when you access Services from a mobile device), we may need to collect and process information about the user's actual GPS location (including the latitude, longitude or altitude of the user's mobile device) and the time the location information was recorded. Some of these services require your personal data for the feature to work and we may associate location data with your device ID and other information we hold about you. By using this particular feature, you consent to your data being used for this purpose. You can withdraw your consent at any time by disabling the relevant feature. If you do not want your location information collected when you use the Services from a mobile device, you should contact your device manufacturer or platform provider to determine how to disable the collection of this information.

Communication and Location Information. In connection with your use of the DineTime app, you, as an individual user, hereby expressly consent to receive communications from us and/or a restaurant or other third party via phone call, SMS text message, email or other method as determined by us or the restaurants. Such communications may relate to reservation confirmations, reminders, requests for feedback, no-show and cancellation confirmations or any other correspondence relating to your reservation, dining experience or use of the DineTime app. As discussed above, the App may use GPS locator technology to identify your current location, and may provide information, discounts or coupons from restaurants in your location. You are responsible for maintaining the necessary devices to access these communications and are responsible for all charges associated with any mobile devices and the data they use in connection with the DineTime app, including any communications

Privacy Policy Page

related to the DineTime app. You can withdraw your consent at any time by disabling the GPS feature. If you do not want your location information collected when you use the Services from a mobile device, you should contact your device manufacturer or platform provider to determine how to disable the collection of this information. Disabling the GPS feature on your mobile device will limit the DineTime App Services that you can use.

Cookies, Mobile Device IDs and Online Advertising:

Cookies: We, and third parties with whom we partner, may use cookies, pixel tags, web beacons, mobile device IDs, "flash cookies" and similar files or technologies to collect and store information with respect to your use of the Services and third party websites. A cookie is a small text file that is stored on your computer or mobile device that enables us to recognize you (for example, as a registered user) when you visit our website, store your preferences and settings, enhance your experience by delivering content specific to your interests, perform research and analytics, track your use of our Services, and assist with security and administrative functions. Cookies may be persistent or stored only during an individual session.

A **pixel tag** (also called a web beacon or clear GIF) is a tiny graphic with a unique identifier, embedded invisibly on a webpage (or an online ad or email), and is used to count or track things like activity on a webpage or ad impressions or clicks, as well as to access cookies stored on users' computers. DineTime pixel tags are used to measure the popularity of our various pages, features and services. Advertising company pixel tags are used to measure the number of ad impressions and the performance of ads on our site, and to access the advertising company's cookies placed on your computer. Data analytics company pixel tags are used to aggregate information about our advertising and your engagement with our site for market research, product improvement, revenue tracking and advertising optimization. Third parties whose products or services are accessible or advertised through the Services, including social networking services, may also use cookies or similar tools, and we advise you to check their privacy policies for information about their cookies and other practices.

Online and Mobile Advertising: We may allow third parties to use Cookies on the Services to collect the same type of information for the same purposes as DineTime does for itself. Advertisers and advertising networks may place ads on our website and mobile applications. These companies as well as data analytics companies who service them may collect information, such as your computer's IP address, browser information, mobile device ID, and search queries, as you use our Services. These companies also may use cookies and pixel tags to collect data about you when you visit our site. Cookies from advertising companies enable them to track your activity across various sites where they display ads and record and associate your activities, so they can show ads that they consider relevant to you. We do not, as a matter of course, have access to, or control over the Cookies these third parties use, but you may be able to opt-out of some of their practices by visiting the links listed below. Please note however that opting out will not stop the display of advertisements to you. These companies do not have access to any Transactional Data.

We currently use the following cookies:

Google: Our public facing website uses **Google Analytics Demographics and Interest Reporting, which uses cookies to help us to track which pages are accessed. This allows us to understand how popular our site is and record visitor trends over time. The cookies contain no personally identifiable information but some of them do use your IP address to help determine where in the world you are accessing the site from and to track pages you visit within the site.** You may opt out at <https://tools.google.com/dlpage/gaoptout>

AdRoll: Our public facing website uses AdRoll cookies to provide targeting advertising content based on your browsing choices. If you do not wish to receive this type of tailored advertising, you can visit <https://www.networkadvertising.org/choices/> to opt out of most online ad networks that use such advertising, including AdRoll.

HubSpot: Our public facing website uses HubSpot cookies to manage, provide, and enhance your web experience. To opt out of this type of tracking, you can use a private browser like [Chrome's Incognito Mode](#) or [Firefox's Private Browsing feature](#). You can also utilize a browser add-on like [Ghostery](#) or [BetterPrivacy](#).

Last Updated
3/6/2017 8:22:00 AM

Privacy Policy Page

Opting out of targeted advertising and marketing will not prevent you from seeing ads entirely, but the ads will no longer be delivered to you via targeting methods. You can also control the receipt of Cookies through your browser's settings. Please note that some of our services may not function properly if Cookies are disabled.

- http://www.networkadvertising.org/managing/opt_out.asp
- <http://www.aboutads.info>
- <http://openx.com/legal/>
- <http://www.pubmatic.com/legal/opt-out>
- <https://tools.google.com/dlpage/gaoptout>

If you are using a **DineTime mobile application**, we use your unique mobile device ID number to recognize you when you use the application, to store your preferences and settings and to track your use of our Services. Advertising companies may also use and store your mobile device ID to track your use of the Services, track the number of ads displayed, measure ad performance and show ads that they consider relevant to you in various mobile services that you use. If you are using an iOS device and you do not want to receive tailored in-application ads that relate to your interests, you may opt-out by accessing the following link on your device: <https://support.apple.com/en-us/HT202074>. If you are using an Android device and you do not wish to receive tailored in-application ads, you can visit Google's [Ads Preferences](#) page from a browser on your device and make your choices there. We do not control how the applicable platform operator allows you to control receiving tailored in-application ads; thus, you should contact the platform provider if the above options are no longer available

How We May Use the Information We Collect

We may use the information we collect from and about you for a variety of purposes, including to:

- Provide individual users our DineTime mobile reservation services and allow for direct communication between an individual user and a restaurant.
- Provide restaurant users the various services we offer through DineTime Host.
- Respond to your queries.
- Understand our users (their demographics, what they do on our Services, what features they like, how they use them, etc.), improve our Services, such as by personalizing content to your interests, process and complete your transactions, and make special offers.
- Administer our Services and diagnose technical problems.
- Send you communications that you have requested or that may be of interest to you. When you sign up for an account, you are opting in to receive emails and texts from other DineTime users, businesses, and DineTime itself. You cannot opt out of receiving certain administrative or legal notices from DineTime. If you exchange messages with others through the Services, we may store them to process and deliver them, allow you to manage them, and investigate possible wrongdoing in connection with the Services. If you send information from the Services to your phone via SMS text message, we may log your phone number, phone carrier, and the date and time that the message was processed. Carriers may charge recipients for texts that they receive.
- Send you questions from other users that you may be able to answer if you have registered with DineTime.
- Enable us to show you ads on our website and in our mobile applications that are more relevant to you.
- Collect payment from restaurant users if any payment is due under the then in effect payment schedule.

How We May Share the Information We Collect

We will not share the personal information we collect about you with any third party for its own marketing purposes without your consent. We will share your information in the following ways:

- We use outside vendors for a variety of purposes, such as to send you emails and messages on behalf of DineTime, other DineTime users, or advertisers; push notifications to your mobile device on our behalf; help us analyze use of our Services; and to process and collect payments. Some of our products, services and databases may be hosted by third party hosting services providers. We also may use vendors for other

Last Updated
3/6/2017 8:22:00 AM

Privacy Policy Page

projects, such as conducting surveys or organizing sweepstakes for us, that involve collection of information from our users. We may share information about you with these vendors to enable them to perform their services.

- We may disclose data we collect about you when we believe disclosure is necessary to investigate, prevent, or respond to suspected illegal or fraudulent activity or to protect the safety, rights, or property of us, our users, or others.
- If requested or required by government authorities, such as law enforcement authorities, courts, or regulators, or otherwise to comply with the law, we may disclose any information we have about our users. We also may disclose information collected about you in order to exercise or protect legal rights or defend against legal claims.
- We may transfer your information to a third party if we or any of our affiliates are involved in a corporate restructuring (including, a sale, merger, or other transfer of some or all of our assets).
- Advertisers and advertising networks place ads (including sponsored links in search results) on our site and in our mobile applications. These companies may collect information, such as your computer's IP address, browser information, mobile device ID, and search queries, as you use our website and Services. They also may use cookies and other technologies to collect this information when you visit our site. These companies will use this information in connection with their advertising to you.
- We may use, publish, share and disclose non-personal information (e.g., de-identified or aggregate data or statistics) to third parties.

Reviewing, changing or deleting information

If you would like to review, change or delete personal information we have collected from you, please contact the DineTime Privacy Officer:

DineTime
Attn: Privacy Officer
2301 Stanley Gault Parkway
Louisville, KY 40223

If you would like to permanently delete your DineTime account, please contact us by emailing support@dinetime.com.

Security

We have implemented commercially reasonable security measures that are designed to prevent unauthorized or unlawful access to and misuse of the information we collect, including technological and physical security measures as well as procedural safeguards. However, because no security system can be 100% effective, and we cannot completely guarantee the security of any information we may have collected from or about you.

How Long We Keep Data About You

We retain the information we collect about and from you for as long as necessary to fulfill a business purpose or comply with a legal request. We may also choose to anonymize certain of the information you provide to us so that it can no longer be attributed to you if we would like to retain it for longer periods of time.

Users Under 18

The Services are not intended for users under the age of 18. We do not knowingly collect any personal information from individuals under 18 or market to or solicit information from anyone under the age of 18. If we become aware that a person submitting personal information is under 18, we will attempt to delete the account and any related information as soon as possible. You hereby represent that you are at least 18.

Consent for Users Inside of the United States

By submitting information to DineTime or its affiliates or agents, you agree that we may collect, use and disclose such information in accordance with this Privacy Policy and as permitted or required by law. Your use of the

Last Updated
3/6/2017 8:22:00 AM

Privacy Policy Page

DineTime app, DineTime Host and/or the Services signifies your agreement to this Privacy Policy.

Consent for Users Outside of the United States

All users with an address outside the U.S. would have been presented with an opportunity to affirmatively agree to this Privacy Policy, including agreeing to the placement of a persistent cookie on your mobile device and/or computer and to the storage and use of your data in the United States and otherwise in accordance with the Privacy Policy. If you believe that this affirmative consent did not take place, then please contact the DineTime Privacy Officer immediately at the contact information provided below.

Contact Us

If you have any question about our privacy practices, you can contact us by emailing support@dinetime.com or writing to our Privacy Officer at:

DineTime
Attn: Privacy Officer
2301 Stanley Gault Parkway
Louisville, KY 40223