

PRIVACY POLICY

Last updated December 9, 2021

This **Privacy Policy** describes the personal information Taco Time NW (“**Taco Time**”, “**we**”, “**our**”, or “**us**”) collects from you, how we use this information, with whom we share it, and the choices you have in connection with this. This Privacy Policy applies to Taco Time’s website, mobile application, and the services offered thereon (collectively, the “**Services**”).

INFORMATION COLLECTION AND USE

Information collected from you

As you use the Services, Taco Time will collect your personal information when you:

- **Apply for employment:** When you apply for employment with Taco Time, we will collect your name, email address, physical address, telephone number, and your professional or employment information (resume, cover letter, employment history, and educational history). We use this personal information to assess and manage your application, to communicate with you, and as necessary to comply with the law.
- **Contact us:** When you contact us, we collect your name, email address, telephone number, any other information you choose to include in your correspondence to respond to your questions or inquiries.
- **Create a Taco Time Account:** To create a Taco Time account, we collect your name, email address, telephone number, and selected password. We use this information to maintain your account, communicate with you, and enroll you into Taco Time rewards.
- **Place an order:** To place an order, we collect your name, email address, telephone number, and payment card information (card number, expiration date, and CVV). Once an order is placed, we will receive your order details from our third-party ordering service provider. Please note our payment processor collects and processes this personal information directly on our behalf and Taco Time only maintains historical payment information.
- **Purchase a gift card:** To process your gift card purchase, we will collect your name, billing address, and payment card information (card number, expiration date, and CVV). Please note our payment processor collects and processes this personal information directly on our behalf and Taco Time only maintains historical payment information.
- **Share your experience:** If you share your Taco Time experience with us through our online survey, we will collect your name, email address, telephone number, and any additional information you choose to include in your correspondence. We use this personal information to respond to your questions or inquiries and to improve Taco Time.

Taco Time may use the personal information collected for the above purposes to send you marketing communications we feel may be of interest to you. You may unsubscribe from these communications by clicking the ‘unsubscribe’ link provided with each email.

Taco Time may also use your personal information for other limited circumstances described in **INFORMATION SHARING**.

Information collected automatically (cookies)

Taco Time also collects information via cookies as you use the Services. This information includes your usage information (information about your interaction with the Services, pages visited, time spent on each page, frequency of access), location information (IP address), and device information (hardware model, operating system, browser, preferences).

To collect this information, we use necessary, performance, analytics, and advertising cookies. Taco Time uses the information collected through these cookies to: (i) conduct analytics to improve the Services and enhance user experience; (ii) conduct interest-based advertising and measure the effectiveness of our advertising campaigns; (iii) prevent fraudulent

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use of the Services; (iv) diagnose and repair errors, and in cases of abuse, track and mitigate the abuse; and (v) remember your preferences. Particular cookies to note on our Services include:

- **DoubleClick:** We use DoubleClick to conduct interest-based advertising. Each visitor to the Services receives a different cookie and the information collected by the cookie is used to generate conversion statistics and allows us to see the total number of individuals who clicked on our ads. DoubleClick enables Google and its partners to serve ads to you based on your visit to our Website in addition to other websites on the Internet. Please review Google's [Privacy Policy](#) for additional information on how Google uses the information collected. To opt-out of targeted advertising by Google, you can go to Google's [ad settings](#) or you can install the [DoubleClick opt-out add-on](#).
- **Facebook Pixel:** We use Facebook Pixel to serve you ads on your social media based on your browsing behavior. Facebook Pixel sets a cookie on your device that allows your behavior to be tracked after you have been redirected to our Services by clicking on a Facebook ad. This enables us to measure the effectiveness of Facebook ads for statistical and market research purposes. We do not have access to the information collected through the Facebook Pixel. However, the information collected via the Facebook Pixel is stored and processed by Facebook. Facebook may link this information to your Facebook account and use it for its own promotional purposes in accordance with Facebook's [Data Usage Policy](#). You can opt-out of displaying Facebook ads and sharing by visiting your Facebook [Ad Settings](#), and you can clear and control the information third parties share with Facebook in your [Off-Facebook Activity](#) page.
- **Google Analytics:** To conduct analytics, we use Google Analytics to collect information about your use of our Services. Google Analytics may set cookies on your browser or read cookies that are already there. We do not combine the information collected through Google Analytics with personally identifiable information. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. Google will use and share the information collected through Google Analytics in accordance with its [Terms of Use and Privacy Policy](#). To opt-out, you can download the Google Analytics [opt-out browser add-on](#).
- **Google Ads:** We use Google Ads to deliver advertisements to you and to track whether you have interacted with an advertisement we have placed elsewhere on the internet. Google Ads stores a conversion tracking cookie on your device when you click on our advertisement. The information obtained through the cookie is used to generate statistics and allows us to see the total number of users who clicked on our advertisements. We also use Google Ads to present to users of our Services advertisements across the internet and within the Google advertising network based on their visits to our Website. For more information, please review Google's privacy policy available [here](#). To opt out of targeted advertising by Google, you can go to Google's [ad settings](#).

In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent. To opt-out of interest based advertising generally, you can visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#).

INFORMATION SHARING

Taco Time will share the personal information identified in this Privacy Policy in the following instances:

- **Within Taco Time:** Where necessary, Taco Time will share your personal information within Taco Time to efficiently carry out and improve our business and to the extent permitted by law.
- **With service providers:** Taco Time will share your personal information with service providers that perform services on Taco Time's behalf, such as our IT support, communications vendor, payment processor, and customer support vendor.
- **In the event or a corporate reorganization:** In the event that Taco Time enters into, or intends to enter into, a transaction that alters the structure of Taco Time, such as a reorganization, merger, acquisition, sale, joint venture,

assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our assets, Taco Time would share your personal information with third parties for the purpose of facilitating and completing the transaction. Taco Time would also share your personal information with third parties if Taco Time undergoes bankruptcy or liquidation, in the course of such proceedings.

- **For legal purposes:** We will share your personal information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of use or other contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law.

CORRECT OR VIEW YOUR INFORMATION

You can access your Taco Time account to correct or view certain personal information of yours in our possession and which is associated with your account. However, if you prefer to correct or view your personal information via other means, you may contact us by postal mail at:

Taco Time Home Office
Attn: Marketing
3401 Lind Ave SW
Renton, WA. 98057

UNINSTALL THE MOBILE APPLICATION

You can uninstall our mobile application at any time - this will stop any further collection of your personal information by the mobile application. To delete your Taco Time account, please contact guestrelations@tacotimenw.com.

PUSH NOTIFICATIONS

If you have enabled push notifications on the mobile application, you may disable these at any time by updating your mobile device settings.

INFORMATION SECURITY

We have implemented security measures to protect personal information we collect and maintain. For example, any payment information entered through the Services is encrypted with industry-standard protocol, SSL. However, no security measure or modality of data transmission over the Internet is 100% secure and we are unable to guarantee the absolute security of the personal information we have collected from you.

AGE RESTRICTION

The Services are not intended for individuals under the age of thirteen (13) and Taco Time does not knowingly collect personal information from individuals under the age of thirteen (13). If we learn we have collected or received personal information from an individual under thirteen (13) years of age, we will delete that information. If you believe we might have any information from an individual under thirteen (13) years of age, please contact us at guestrelations@tacotimenw.com

DO NOT TRACK

The Services do not support Do Not Track (DNT).

CHANGES

We may change this Privacy Policy in our sole discretion. If we make changes, we will post the changes to this page, and will indicate the date the changes go into effect. We encourage you to review our Privacy Policy to stay informed. If we

make changes that materially affect your privacy rights, we will notify you with a prominent post on our Services and obtain your consent, if required.

CONTACT

We welcome your questions and comments about this Privacy Policy. Please contact us at:

Taco Time Home Office
3401 Lind Ave SW
Renton, WA 98057
Phone: 425.226.6656
Email: info@tacotimenw.com