

## Privacy Policy

Last Revised: July 30, 2018

Pita Pit Inc. ("PPI") recognizes the valuable need to protect the information gathered from our franchisees, potential franchisees, customers, and visitors. For this reason, PPI has implemented this Privacy Policy. By using this website, or participating in any program or service managed by PPI, including the loyalty/gift card program, you consent to the data practices described in this Privacy Policy. If you have questions about this Privacy Policy or the protection of your Personal Information, please contact us through our web site at [www.pitapitusa.com](http://www.pitapitusa.com), or as outlined below.

**Policy Changes and Updates.** PPI will update this Privacy Policy occasionally. When PPI posts changes to this Privacy Policy, we also will revise the "last updated" date on the Privacy Policy. If there are material changes to this Privacy Policy, PPI will notify you by placing prominent notice on the Web site. PPI encourages you to review this Privacy Policy periodically to be informed of how PPI is protecting your information and to be aware of any changes to the Privacy Policy.

**User Name and Password.** In order to access the member or non-public pages on web sites operated by PPI, you must create a user name and password. PPI does not divulge user names or passwords to anyone internal or external to PPI. Should you need to change or remove your user name or password, please do so as provided in this website or by contacting us directly as outlined below.

**Personal Information.** Personal Information is defined as any information concerning the personal or material circumstances of an identified or identifiable individual. An identifiable person is one who can be identified, directly or indirectly, by reference to an identification number or to one or more factors specific to his or her physical, physiological, mental, economic, cultural or social identity. Personal Information shall include but is not limited to: Social Security Number, name, address, email address, telephone number, financial statement and similar identifying information.

PPI will never collect Sensitive Personal Information. Sensitive Personal Information shall include but is not limited to: information pertaining to racial or ethnic origins, political or religious beliefs, health, and sexual orientation.

**Collection of Personal Information.** PPI will not collect customer Personal Information unless the customer contacts PPI directly. Holders of PITA PACK™ Rewards Cards may voluntarily register their cards through the PITA PACK™ Rewards Cards web site, administered by PPI. To register your Card, you may be asked to provide Personal Information including, but not limited to: Reward Card PIN, first and last name, zip code, phone number, date of birth – YOU MUST BE 13 YEARS OLD OR OLDER TO REGISTER A PITA PACK™ REWARD CARD, email address, password, and street address including state. Your purchase history may also be linked to this information. PPI uses this information as part of its Lost/Stolen Card Program and to provide you with special offers, from the PITA PIT® restaurants that you dine at. If you do not wish to receive promotional materials with your use of the PITA PACK™ Rewards Card you may update your preferences from this website.

**Use of Personal Information.** PPI may use your Personal Information to implement and administer the PITA PACK™ Rewards Card Program, to provide any other services you have requested, and to address quality complaints that you submit. Your Personal Information also may be used to communicate with you regarding your account(s) with PPI.

We also may use your e-mail address to respond to incoming service and support requests from you, to collect franchisee feedback, to conduct franchisee satisfaction surveys, to offer promotions to you, and to send other service informational mailings.

**Disclosure of Information.** Except as described in this Privacy Policy, PPI will not share your Personal Information with a third party, unless you request or otherwise consent to such disclosure or disclosure is required or authorized by law or in the good-faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on PPI or its websites; (b) protect or defend the rights or property of PPI, its websites or its website users or (c) act under exigent circumstances to protect the personal safety of users of PPI, its websites or the public.

PPI also reserves the right to disclose and/or transfer Personal Information to a third party in the event of a proposed or actual purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, or financing of all or any portion of PPI or of any of the business or assets or shares of PPI or a division thereof in order for you to continue to receive the same products and services from the third party.

**Internet Protocol Address.** An Internet Protocol (IP) Address is associated with your computer or device's connection to the Internet. We may use your IP address to help diagnose problems with our server, and to administer our web site and to maintain contact with you as you navigate through our web site. Your computer's IP address also may be used to provide you with personalized content. Your IP address by itself does not identify you personally.

**Aggregate Information.** To measure our visitors' interest in and use of various areas of our web site and the various programs that we administer, we will rely upon aggregate information, which is information that does not identify you, such as statistical and navigational information. With this aggregate information, we may undertake statistical and other summary analyses of our visitors' behavior and characteristics. Although we may share this aggregate information with third parties, none of this information will allow anyone to identify you, or to determine anything else personal about you.

PPI also collects information in aggregate that is not considered personal concerning the food items purchased and the demographics of the purchasers. PPI may share this information with its affiliates to improve product marketing and advertising.

**Supplemental Information.** We may supplement the information that you provide us with information that is received from third parties.

**Storage of Personally Identifiable Information.** When you submit information on our website, it is transmitted through a secure server. This server encrypts all information you input before it is sent. Once we receive your personal information, PPI uses commercially reasonable efforts to ensure that Personal Information is safeguarded against loss, access, use, modification, disclosure, or other misuse. All reasonable steps are taken to prevent unauthorized use or disclosure of your Personal Information. Personally identifiable information collected by PPI may be stored and processed in the United States or any other country in which PPI or its affiliates, subsidiaries or agents maintain facilities, and by using this site, you consent to any such transfer of information outside of your country.

**Retention of Personal Information.** PPI will retain your Personal Information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws, and your consent to such purposes(s) remains valid after termination of our relationship with you.

**Accuracy of Personal Information.** We take all reasonable steps to ensure that your Personal Information is accurate, up-to-date, complete, relevant and not misleading.

**Third Party Web Sites.** For your convenience, we may include on our web site certain links to other web sites. We provide these links as a convenience only and we do not endorse the content or services offered by, or the privacy policies in place at, these other web sites. Our Privacy Policy covers only information we collect through our web site, and other web sites to which we link may have privacy policies that differ considerably from our Privacy Policy. We have structured our web site to make it reasonably clear when you leave our web site and enter another web site. We encourage you to review the privacy policies of each web site you visit through our links, to ensure you are comfortable with their policies. We are not responsible for the conduct or policies of these third parties. You should examine carefully the privacy policies of any third party web sites linking to or from this website. PPI is not responsible for the privacy practices of such other web sites.

**Children.** Children under 16 years of age are not allowed to submit any Personal Information to this site. In accordance with the Children's Online Privacy Protection Act of 1998, if we learn that an underage child has provided us with Personal Information, we will delete this information from our database(s). We encourage parents to supervise their children while online.

**Cookies – Internet Users.** Cookies are pieces of information a web site sends to an individual's hard drive while he or she is viewing the web site. Cookies allow the web site to remember important information that will make your visit to the site more useful. We use cookies to help improve your future visits.

If you do not wish to receive a cookie or if you wish to set your browser to warn you each time a cookie is being sent, or if you wish to turn off all cookies, use the options on your browser to assist you. The "Help" option on your Browser may assist you in changing your cookie preferences. Please note that by turning cookies off, you may not have access to many features available on our web site.

**Contact Information.** If you have any questions or complaints, or you wish to access, correct or delete your Personal Information, please contact us by telephone at: (208)-765-3326; by Facsimile at: (208) 667-7694; online through the "Contact Us" area at [www.pitapitusa.com](http://www.pitapitusa.com); or by mail at Pita Pit Inc., 105 N. 4<sup>th</sup> Street, Suite 208, Coeur d'Alene, Idaho 83814, attention: PITA PACK™ Rewards Card Privacy Officer. If necessary, the Privacy Officer will contact another employee to assist in completing your requested task.