

## **How We Use and Disclose the Information.**

You do not have to provide personally identifiable information in order to access or use the Taco Palenque Websites. However, in order to take full advantage of all the Sites have to offer (for example, to access certain sections of the Websites or to enter a promotion), you may have to furnish us with personally identifiable information through the Websites. We will only collect such information through the Sites only when you provide it to us voluntarily.

We will use the personal information you provide online for the purpose(s) you have submitted. This may include:

- Responding To Your Inquiries and Fulfilling Your Requests. We may use your personally identifiable information to respond to your inquiries to us and to fulfill your requests and orders.
- Communicating With You About Products And Promotions. Subject to your right to opt out, we may use your personally identifiable information to send you information about specials, new products and promotions, and other items that may be of interest to you.
- Personalizing You're Taco Palenque Website Experience. We may use your personally identifiable information to personalize your experience on the Taco Palenque Websites, for example, by presenting products and offers that we believe may be of particular interest to you.
- Sending Administrative Emails. From time to time, we may use your personally identifiable information to send you emails (a) to confirm your registration with the Taco Palenque Websites, (b) to confirm a transaction through the Site, (c) to inform you that we have received and/or to confirm your personally identifiable information, (d) to provide you with information regarding the Taco Palenque Websites, promotions or our menu or other product offerings, or (e) to inform you of changes to this Statement, our Terms and Conditions of Use, or our other terms, conditions, or policies ("Administrative Emails"). Because this information may be critical to your continued use of the Taco Palenque Websites, you may not opt out of receiving Administrative Emails.

If you want us to stop using the personal information you provided, please contact us at [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com)

## **How We Share Your Personal Information.**

We will not share the personal information you provide except (a) if it is for the purpose(s) you provided it; (b) with your consent; (c) as may be required by law or as we think necessary to protect our company or others from injury (e.g. in response to a court order or subpoena, in response to a law enforcement agency request or when we believe that someone is causing (or about to cause) injury to or interference with the rights or property of another); (d) with other persons or companies with whom we contract to carry out internal site operations or our business activities (for example, sending out a product or a promotional item that you have requested on the site); and/or (e) notifying you when we make changes to one of our subscriber agreements or this policy.

We will seek to obtain your consent at the place where the information is collected either by an "opt-in" or "opt-out" method, or by other means (such as sending to you an e-mail).

We do not consider any companies that are within our "family" of companies to be "third parties" for purposes of this policy. Thus, we may also share personal information provided online with our parents, subsidiaries, affiliates and other companies which have relationships with us, including licensing relationships. Any of these companies may use and further share this information in the same ways we do. However, if we pass on personal information to a family company, we require that it protect such information in a manner that is consistent with this policy. If you want us to stop sharing your personal information among our family of companies, please contact us at [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com)

Additionally, with your consent, we may share certain of the personal information you provide online with companies not affiliated with us (i.e. third party companies). If you want us to stop sharing your personal information with these companies, please contact us at [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com). If you consent to receiving communications from non-affiliated companies, you may need to communicate with them directly if you later decide that you no longer wish to receive their communications or if you wish to change any data you provided online. In this instance, any changes or amendments to your personal information must be given directly to each company who communicates with you as these changes, amendments and/or deletions will not be exchanged between us and non-affiliated companies.

If we do share personal information to a non-affiliated company, to the extent practical, we request that they protect such information in a manner that is consistent with this policy. Such third party companies are not under our control, however, so we cannot guarantee how these non-affiliated companies will use your personal information.

Use and Disclosure of Anonymous Information.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our Sites and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze how our Sites are used, as well as to offer you products, programs or services. Sometimes we share aggregate information with others, including affiliated companies and non-affiliated companies.

### **Collection of Information by Others.**

Our Sites may contain links to other sites whose practices may be different than ours. You should check the other sites' privacy notices since we have no control over information that is submitted to or collected by them.

We may offer information or services that are sponsored by or co-sponsored with non-affiliated companies. Based on our agreements with them, these third parties may obtain personally identifiable information that site visitors voluntarily submit. We have no control over the use of this information by these companies.

### **Cookies and Pixel Tags.**

To enhance your online experience with us, many of our web pages use "cookies." Cookies are text files placed on your hard disk by our web server to store your preferences. Cookies, by

themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us. However, once you choose to provide the personally identifiable information, this information may be linked to the data stored in the cookie. Cookies cannot be used to run programs or deliver viruses to your computer.

We use cookies as a convenience feature to save you time, to understand how our Sites are used, and to improve the content and offerings on our Sites. For example, we may use cookies to personalize your experience at our web pages or recall your specific information on subsequent visits (e.g. to recognize you by name when you return to our site). We also may use cookies to offer you products or programs. You can opt to have your browser reject cookies. If you do that, you may need to re-register with us every time you visit our Sites. This policy does not cover how third-party companies use their cookies.

We and our Service Providers may also use "pixel tags," "web beacons," "clear GIFs" or similar means (collectively, "Pixel Tags") in connection with some Taco Palenque Website pages and HTML-formatted email messages to, among other things, compile aggregate statistics about website usage and response rates. A Pixel Tag is an electronic image, often a single pixel (1x1), that is ordinarily not visible to website visitors and may be associated with cookies on visitors hard drives. Pixel Tags allow us and our Service Providers to count users who have visited certain pages of the Taco Palenque Websites, to deliver customized services, and to help determine the effectiveness of promotional or advertising campaigns. When used in HTML-formatted email messages, Pixel Tags can tell the sender whether and when the email has been opened.

Clickstream Data.

As you use the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a web site's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the web site from which you linked to the Taco Palenque Websites. We may use clickstream data as a form of non-personally identifiable information to anonymously determine how much time visitors spend on each page of the Taco Palenque Websites, how visitors navigate throughout the Sites and how we may tailor our web pages to better meet the needs of visitors. This information will only be used to improve our site. Any collection or use of clickstream data will be anonymous and aggregated.

Supplementing Information.

From time to time we may supplement information you give us with information from other sources, such as information validating your address. Thus, information we obtain through the Taco Palenque Websites may be intermingled with and used in conjunction with information obtained through sources other than the Taco Palenque Websites, including both offline and online sources.

### **Discussions and Community Tools.**

We may, from time to time, make chat rooms, forums, message boards, news groups and other community tools available to you. Please remember that any information that is disclosed in

these areas becomes public information for other users to view and for us to use. For example, from time to time, we may use the content you write (including your name or screen name if you post it) for promotional purposes, in e-mail newsletters or elsewhere, and by using the Taco Palenque Websites and/or these chat rooms, forums, message boards, news groups, and other community tools, you agree that we may do so. You should exercise caution when deciding to disclose your personal information in these areas, since anyone - not just us - may use publicly posted information.

### **Our Commitment to Security.**

We believe we have in place the appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, maintain data security and correctly use the information we collect online as well as offline. Unfortunately, no data transmission over the Internet or data storage solution can ever be completely secure. As a result, although we take steps to protect your information, we cannot ensure or warrant the security of any information you transmit to or receive from us or that we store on our or our Service Providers' systems. When your personal information is passed onto non-affiliated companies, to the extent practical, we request that they also have in place the appropriate safeguards. We cannot, however, guarantee that they do so.

Please remember that you are ultimately responsible for maintaining the secrecy of your user name, passwords and/or any account information. You are not permitted to disclose your username and password to any other person. If you have reason to believe that your interaction with the Site is no longer secure (for example, if you feel that the security of your username or password has been compromised), you must immediately notify us of the problem by contacting us.

### **International Users.**

If you are visiting the Taco Palenque Websites from outside of the United States, your connection will be through and to servers located in the United States and all information you provide will be processed and securely maintained in our web servers and internal systems located within the United States. By using the Taco Palenque Websites, you authorize the export of personal information to the USA and its storage and use as specified above when you provide such information to us. This policy and our legal obligations are subject to the laws of the State of Texas and the USA, regardless of the location of any user. Any claims or complaints must be filed exclusively in the USA in the State of Texas.

### **How You Can Access or Correct Your Personal Information.**

For instructions on how you can access the personally identifiable information that we have collected about you online, or how to correct any errors in such information, please send an e-mail to [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com).

To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access or making corrections.

### **Special Note for Parents.**

If you have concerns about our Sites or their offers or information, wish to find out if your child is a member or has registered for one of our services, or wish to cancel your child's membership, please contact us at [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com). Our Sites will not knowingly accept personal information from anyone under 13 years old in violation of applicable laws, without consent of a parent or guardian. If you believe that your child under 13 has gained access to our site without your permission, you may contact us at [feedback@tacopalenque.com](mailto:feedback@tacopalenque.com).

### **Transfer of Business Assets.**

The personal information you provide is considered a company asset and may be included among transferred assets if we or any or all of our parents or affiliates or any of their assets is ever acquired by a third party.

### **Return Policy**

This prepaid gift card can be used in participating restaurants operating as Taco Palenque, Pollo Palenque and Palenque Grill. These gift cards cannot be exchanged for cash, they cannot be returned after purchase or replaced if lost or stolen.

For more information, please reach out our customer service area at [tacofeedback@palenquegroup.com](mailto:tacofeedback@palenquegroup.com) or call us at 1-866-233-TACO (8226).

### **Changes to this Policy.**

Because our business needs may change over time, we reserve the right, at our discretion, to change, modify, add, or remove portions from this policy at any time. If at any time in the future we plan to use your personally identifiable information in a way that differs from this policy, we will revise this policy as appropriate. Your continued use of the Taco Palenque Websites following the posting of any changes to this policy means you accept such changes. This policy is effective as of October 6th 2015.

### **How to Contact Us.**

For more information, please reach out our customer service area at [tacofeedback@palenquegroup.com](mailto:tacofeedback@palenquegroup.com) or call us at 1-866-233-TACO (8226).