

Privacy Policy for Village Burger Bar®

About Village Burger Bar, LLC

Village Burger Bar, LLC owns and is responsible for this Loyalty Program. Village Burger Bar, LLC reserves the right to change the terms, conditions, and notices under which this Loyalty Program is offered, including but not limited to the charges associated with the use of the app. You are responsible for regularly reviewing these terms and conditions.

Who we collect information about

Village Burger Bar, LLC does not review all communications and materials posted to or created by users accessing the Loyalty Program and is not responsible for the content of these communications and materials. You acknowledge that by being provided the ability to view and distribute user generated content on the app, Village Burger Bar, LLC is merely acting as a passive conduit for such distribution and is not undertaking any obligation or liability relating to any content or activities within the Loyalty Program. However, Village Burger Bar, LLC reserves the right to block or remove communications or materials that it determines to be (a) abusive, defamatory, or obscene, (b) fraudulent, deceptive, or misleading, (c) in violation of a copyright, trademark or other intellectual property right of another or (d) in violation of any law or regulation or (e) offensive or otherwise unacceptable to Village Burger Bar, LLC, at its sole discretion. Note that any personally identifiable information you may post or transmit will be treated by Village Burger Bar, LLC in accordance with Village Burger Bar, LLC Privacy Policy.

Categories of information we collect

In all cases, we will disclose the information consistent with applicable laws and regulations and we will require the recipient to protect the information and use it only for the purpose it was provided. By "personal information," we mean:

- Data that is unique to an individual, such as a name, address, birthdate, e-mail address, or telephone number.
- From time to time, we may request personal information from you through our Loyalty Program in order to deliver requested materials to you, respond to your questions, or deliver a product or service.
- We welcome your comments or questions about our loyalty program and have provided an e-mail for that purpose. We will share your comments and questions with our customer service representatives and those employees most capable of addressing your questions and concerns.
 - We may also use your comments in our commercial endeavors in our sole discretion. Please note that your e-mail, like most, if not all, non-encrypted Internet e-mail communications, may be accessed and viewed by other Internet users, without your knowledge and permission, while in transit to us. For that reason, to protect your privacy, please do not use e-mail to communicate information to us that you consider confidential. If you wish, you may contact us instead by telephone at the numbers provided at various locations on our app.

There may be some locations on the app where we have made special provisions for a more secure environment in which we can exchange information with you. At each of these

locations, we will provide you with appropriate instructions. You should also be aware that when you visit the app, we collect certain information that does not identify you personally, but provides us with "usage data," such as the number of visitors we receive or what pages are visited most often. This data helps us to analyze and improve the usefulness of our Loyalty Program.

Categories of information we disclose

Except for any personally identifiable information we may collect from you, any material, information or other communication you transmit, upload or post to this app ("Communications") will be considered non-confidential and non-proprietary. Village Burger Bar, LLC will have no obligations with respect to the Communications. Village Burger Bar, LLC and its designees will be free to copy, disclose, distribute, incorporate and otherwise use the Communications and all data, images, sounds, text, and other things embodied therein for any and all commercial or noncommercial purposes.

Process to opt out of communication

We occasionally send marketing communication to our customers. If you prefer that we not communicate with you, you may opt out of those communications, that is, you may direct us not to make those communications (other than communications permitted by law). You may opt out of communications when you first sign up for the Village Burger Bar loyalty program, or by clicking the link included in all e-mails sent out by the Village Burger Bar loyalty program.

We also send email messages to notify you of certain actions on your account, or in response to actions you take on our app. We will continue to send those messages even if you opt out of marketing communications.

How we safeguard your information

We will not collect personal information about you unless you provide us that information voluntarily. Any non-public personal information that you may provide via our Loyalty Program will be used solely for the purpose stated on the page where it is collected. (In some cases, and in all cases where required by law or regulation, you will be able to update the information that you provide to us either by sending us an e-mail or, where you have established personal profiles with us, by updating your profile online. Please refer to the specific pages where data is collected for more information.) Village Burger Bar, LLC will not sell, license, transmit or disclose this information outside of Village Burger Bar, LLC and its affiliated companies unless:

- Expressly authorized by you
- Necessary to enable Village Burger Bar, LLC contractors or agents to perform certain functions

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