

## Privacy Policy

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Eureka! Restaurant Group, LLC (Eureka!) manages and licenses all of the Eureka! Restaurant Group locations. It's important to Eureka! to help our guests retain their privacy when they take advantage of all the Internet has to offer. We believe your business is no one else's. Your privacy is important to you and to us. So we'll protect the information you share with us. To protect your privacy, Eureka! follows different principles in accordance with worldwide practices for customer privacy and data protection.

- We won't sell or give away your name, address, phone number, email address or any other information to anyone.
- We'll use state-of-the-art security measures to protect your information from unauthorized users.

### notice

We will ask you when we need information that personally identifies you (personal information) or allows us to contact you. Generally, this information is requested when you create a Registration ID on the site or when you submit comments online or purchase items from the website. We use your Personal Information for four primary purposes:

- To make the site easier for you to use by not having to enter information more than once.
- To help you quickly find services or information.
- To help us create content most relevant to you.
- To alert you to products, special offers, updated information and other new services from LDR Corporation.

### consent

If you choose not to register or provide personal information, you can still use most of [www.eurekarestauntgroup.com](http://www.eurekarestauntgroup.com), but you will not be able to purchase products or submit comments that require registration.

If you decide to register, you will be able to select the kinds of information you want to receive from us by subscribing to various services, like our electronic newsletters. If you do not want us to communicate with you about other offers regarding Eureka! products, information or services by email, postal mail, or telephone, you may select the option stating that you do not wish to receive marketing messages from Eureka!

### access

We will provide you with the means to ensure that your personal information is correct and current. You may review and update this information at any time when you login under the products section. There, you can:

- View and edit personal information you have already given us.
- Tell us whether you want us to send you marketing information.
- Sign up for electronic newsletters about our products and food related information.
- Register. Once you register, you won't need to do it again. Wherever you go on [www.eurekarestaurantgroup.com](http://www.eurekarestaurantgroup.com), your information stays with you.

#### security

Eureka! has taken strong measures to protect the security of your personal information and to ensure that your choices for its intended use are honored. We take strong precautions to protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

We guarantee your e-commerce transactions to be 100% safe and secure. When you place orders or access your personal account information, you're utilizing secure server software SSL, which encrypts your personal information before it's sent over the Internet. SSL is one of the safest encryption technologies available.

In addition, your transactions are guaranteed under the Fair Credit Billing Act. This Act states that your bank cannot hold you liable for more than \$50.00 in fraudulent credit card charges. If your bank does hold you liable for \$50.00 or less, we'll cover your liability provided the unauthorized, fraudulent use of your credit card resulted through no fault of your own and from purchases made from us over our secure server. In the event of unauthorized use of your credit card, you must notify your credit card provider in accordance with its reporting rules and procedures.

Eureka! strictly protects the security of your personal information and honors your choices for its intended use. We carefully protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

Your personal information is never shared outside the company without your permission, except under conditions explained above. Inside the company, data is stored in password-controlled servers with limited access. Your information may be stored and processed in the United States of America or any other country where Eureka!, its subsidiaries, affiliates or agents are located.

You also have a significant role in protecting your information. No one can see or edit your personal information without knowing your user name and password, so do not share these with others.

#### notice to parents

Parents or guardians: we want to help you guard your children's privacy. We encourage you to talk to your children about safe and responsible use of their Personal Information while using the Internet.

The Eureka! site does not publish content that is targeted to children.

#### enforcement

If for some reason you believe Eureka! has not adhered to these principles, please notify us by email at [guestservices@eurekarestaurantgroup.com](mailto:guestservices@eurekarestaurantgroup.com), and we will do our best to determine and correct the problem promptly. Be certain the words Privacy Policy are in the Subject line.

#### guest profiles

As mentioned above, every registered customer has a unique personal profile. Each profile is assigned a unique personal identification number, which helps us ensure that only you can access your profile.

When you register, we create your profile, assign a personal identification number, then send this information back to your hard drive in the form of a cookie, which is a very small bit of code. This code is uniquely yours. It is your passport to seamless travel across [www.eurekarestaurantgroup.com](http://www.eurekarestaurantgroup.com), allowing you to quickly purchase products without having to fill out registration forms with information you've already provided. Even if you switch computers, you won't have to re-register – just use your Registration ID to identify yourself.

#### what we do with the information you share

When you join us, you provide us with your contact information, including your name and email address. We use this information to send you updates about your order or feedback related to a customer comment submitted online. When you order from us, we ask for your credit card number and billing address. We use this information only to bill you for the product(s) you order at that time. For your convenience, we do save billing address information in case you want to order from us again, but we don't use this information again without your permission.

Eureka! will disclose your personal information, without notice, only if required to do so 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 Eureka! Corporation or the site;  
(b) protect and defend the rights or property of Eureka! and its family of Websites, and,  
(c) act in urgent circumstances to protect the personal safety of users of Eureka!, its  
Websites, or the public.

your california privacy rights

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits California residents to request annually, free of charge, information about what personal information Eureka! disclosed to third parties, including affiliates, for direct marketing purposes. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which Eureka! shared information in the immediately preceding calendar year. California residents may make such requests in writing to:

Eureka! Restaurant Group

Attention: Compliance

20 Liberty St.

New York, NY 10005

[guestservices@eurekarestaurantgroup.com](mailto:guestservices@eurekarestaurantgroup.com)