

# Privacy Policy

Groucho's® Franchise System, LLC ("Groucho's®", "we" or "us") respects the privacy concerns of the users of this site and its Groucho's® Deli Card Program ("Deli Card"). This policy describes how we may collect and use your personal information.

Deli Card is administered by Heartland Payment Systems Inc. ("HPS"). Your use of Deli Card and of HPS-operated websites is also subject to HPS' Terms of Use and Privacy Policy. These are available at <https://heartlandgiftcard.com>.

Online ordering via [www.grouchos.com](http://www.grouchos.com) or the Groucho's® mobile app is administered by ToGoTechnologies LLC. Your use of online ordering or ordering with our mobile apps is also subject to ToGoTechnologies LLC's Terms of Use and Privacy Policy. They are available at: <https://www.togoorder.com/Docs/Legal.aspx>.

## Information We Collect

We or our trusted service providers may collect the email addresses, physical addresses, phone numbers, birthdays and zip codes of individuals that opt-in during Deli Card registration. Registrants opt-in by indicating that they would like to receive additional information, promotions, specials from Groucho's®

We may also automatically collect certain technical information that does not identify you in order to monitor the performance and security of our website. These "Analytics" may include your IP address, host name, your approximate geographical location, your browser type and version and your operating system version.

## How We Use Your Personal Information

The personal information that you provide upon Deli Card registration will be accessible to us, our affiliates, agents, representatives, franchisees and trusted service providers, as appropriate, to be used for the purposes indicated at the time you voluntarily provide such personal information.

Unless we state otherwise when the information is collected, we and our affiliates, agents, representatives, franchisees and trusted services providers may use personal information about you that you provide to us or them for the following purposes:

- To assist us in better understanding users and visitors navigation of our site.
- To respond to specific requests from users and visitors of this site, including prospective franchisees and registered Deli Card users.
- To obtain parental consent from users or visitors under 18 years of age when necessary.
- To provide any necessary notices to our users or visitors when necessary.
- To guard the security or integrity of our site when necessary.
- To communicate with registered Deli Card members notices of promotions and/or special offers.

To the extent that any websites hyper-linked through this site have different practices, those different practices will be applicable at those sites.

We will also use Analytics for internal assessment of the number of visitors to our site and for determining their demographic characteristics. We use such data in an aggregate and non-personally-identifiable form.

### **Viewing and Changing Your Personal Information**

You may view and change the personal information that is stored in connection with your use of Deli Card by visiting the "My Profile" page available at <https://heartlandgiftcard.com>. This will allow you to edit email address, name, address, phone number, and birthday information, as well as to opt-in or opt-out of special offers from us.

### **Cookies**

When you use or view this website, we may store information on your computer. This information will be in the form of a "Cookie" and will help us in many ways. You may be able to configure your browser to delete cookies, refuse to accept cookies, or display a prompt before a cookie can be stored. Please refer to your browser documentation to learn more about these functions.

### **Contact Us**

If you have any questions or concerns about this policy, please contact us using the information provided at <http://www.grouchos.com/contactus.html>.

This policy was last updated and posted on August 1, 2014.



