

Back of House Services, LLC Website Privacy Policy

EFFECTIVE DATE:

In this Privacy Policy (“Privacy Policy”), we describe how Back of House Services, LLC (“Back of House” “We” or “Us”) collects, uses, and discloses information that we obtain about visitors to our website, backofhouse.io and social media channels (the “Site”) and the services available through our Site (collectively, the “Services”).

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Privacy Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Privacy Policy and our [Terms of Service](#), including its applicable limitations on damages and the resolution of disputes. The Back of House Terms of Service are incorporated by reference into this Privacy Policy.

The Information We Collect About You

We collect information about you directly from you, from third parties, and automatically through your use of our Site or Services. The information we collect from you depends on how you use our Site and Services, including whether you are a restaurant operator or restaurant technology vendor.

- **Information We Collect Directly From You.** You can browse our Site without creating an account; however, not all content may be viewable to users without an account or users not logged in to their account. In addition, users without an account or users not logged in to their account, will not receive promotional codes or be able to post product feedback.

To create an account as a **restaurant operator**, you must provide us with your **First and Last Name**, **chosen Username**, and **Email Address**. After you have created an account with us, you will be able to provide feedback regarding restaurant technology vendor solutions, including rating such solutions and commenting on such solutions. When you post such feedback, your feedback will be visible to all visitors to our Site, and that feedback will be identified as being provided by you by your username.

To create an account as a **restaurant technology vendor**, you will need to enter into a separate agreement with us.

- **Logging Into the Site via Social Media Accounts.** After you create an account, you also may log into our Site through Facebook or Google. In order to do this, you must enter your Facebook or Google email address and password. When you do this, we will receive information about you back from Facebook and Google, including your name and basic profile information. In addition, if you choose to communicate with us via Facebook Messenger, we will have access to the information you communicate to us via the Facebook Messenger app.

Otherwise, Facebook and Google control the information they collect from you. For information about how they may use and disclose your information, including any information you make public, please consult Facebook’s and Google’s privacy policies. We have no control over how Facebook, Google, or any other third-party site uses or discloses the personal information it collects about you.

- **Information We Collect Automatically.** We automatically collect information about your use of our Site through cookies and other technologies, such as the pages you view, actions you take, length of time on the site and your location information. To the extent permitted by applicable law, we combine this information with other information we collect about you, including your personal information. Please see the section “Cookies and Other Tracking Mechanisms” below for more information.
- **SMS Service.** To sign up for Back of House’s SMS or text messaging service (“SMS Service”), you must provide us with your personal and other information, including your **First Name, Restaurant Name, Mobile Phone Number, and Email Address.** Back of House uses a third-party service provider to provide the SMS Service, [Sakari](#), and your information involved in your use of the SMS Service will be shared with that provider, but not with other third parties. Through the use of the SMS Service, Back of House will also receive the following information from our third-party service provider: the text of the messages you send, any user or screen name that you select in connection with the SMS Service, as well as any comments or feedback regarding the SMS Service that you send to us.

By clicking “I agree to receive texts with the latest restaurant industry news and trends,” you are consenting to Back of House’s [Terms of Service](#) and this Privacy Policy with respect to your information and data, and you consent to receive recurring text notifications, automated and manual text messages in response to your text messages, text marketing offers, and transactional texts, even if your mobile number is registered on any state or federal do-not-call list. Your consent to the SMS Service is not a condition of purchase of any goods or services.

If you wish to opt-out or unsubscribe from the SMS Service, reply with “STOP” or “UNSUBSCRIBE” to any mobile message sent from us or use the unsubscribe link we provided you within any of our messages. You understand and agree that alternative methods of opting out, such as using alternative words or requests, will not be an effective means of opting out. For any questions, please text HELP to the number you received the messages from. You can also contact us at hi@backofhouse.io for more information.

We do not charge for the SMS Service, but you are responsible for all charges and fees associated with text messaging imposed by your wireless provider. The SMS Service may not be available on certain wireless providers. Message frequency varies. Message and data rates may apply.

How We Use Your Information

We use your information, including your personal information, for the following purposes:

- To provide our Services to you.
- To communicate with you about your use of our Services, to respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Services.
- To notify you of products and services of other entities (the restaurant technology vendors) that we think may be of interest to you.
- To assist us in advertising on third party websites, mobile apps, and other online services, and to evaluate the success of our advertising campaigns through third party channels (including our online targeted advertising and offline promotional campaigns).

- To better understand how users access and use our Services, both on an aggregated and individualized basis. For example, we will evaluate which features of our Site are more (or least) used by users.
- To administer surveys and questionnaires, such as for market research or member satisfaction purposes.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Service or this Privacy Policy.

How We Share Your Information

We may share your information as follows:

- ***Service Providers.*** We disclose the information we collect from you to service providers, contractors or agents who perform functions on our behalf.
- ***Visitors to the Site.*** Your user name and any information that you post to our Site, including, without limitation, reviews and comments, will be available to, and searchable by, all users of the Site and Services, regardless of whether they have an account with us and/or are logged in to that account.
- ***Business Transfers.*** If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and third party advisors, including attorneys and consultants.
- ***In Response to Legal Process.*** We disclose your information to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- ***To Protect Us and Others.*** We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Privacy Policy, or as evidence in litigation in which we are involved.
- ***Aggregate and De-Identified Information.*** We share aggregate, anonymized, or de-identified information about users with third parties for marketing, advertising, research or similar purposes.

Cookies and Other Tracking Mechanisms

We and our third-party service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We may combine this information with other personal information we collect from you (and our third-party service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- ***Session Cookies.*** Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site and Services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site and Services.

- **Persistent Cookies.** Persistent cookies remain on your device after you have closed your browser or turned off your device. We use persistent cookies to track aggregate and statistical information about user activity.
- **Disabling Cookies.** Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site and Services who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Third Party Analytics.

We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We also may use other analytic means to evaluate our Site. We use these tools to help us improve our Site's performance and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Do-Not-Track. Currently, our systems do not recognize browser "do-not-track" requests.

Third-Party Links

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Privacy Policy, but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

Security of My Personal Information

We have implemented reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Access To My Personal Information

You may modify personal information that you have submitted by logging into your account and updating your information. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time.

What Choices Do I Have Regarding Use of My Personal Information?

We may send periodic promotional emails to you. You may unsubscribe to promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process unsubscribe requests. If you unsubscribe from receiving promotional emails, we may still send you emails about your account or any services you have requested or received from us.

Children Under 13

Our Site and Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at:

Legal Department

222 W Merchandise Mart Plaza

Suite #575

Chicago, IL 60654

Email: info@relishworks.com

Changes to this Privacy Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site and by sending you an email to the email address, if any, we have on file for you.