

PRIVACY POLICY

The Juicy Crab respects your concerns about privacy. Accordingly, The Juicy Crab had developed a privacy policy that covers our use, collection, transfer and storage of your information.

This Privacy Policy describes the types of information we collect, how we may use the information, with whom we may share. We also describe the measures we take to safeguard the information and tell you how to contact us about our privacy practices.

TYPES OF INFORMATION WE COLLECT

The Juicy Crab collects information on customers from various sources, including (i) information that you directly provide via the Sites, electronic mail, social media, (ii) information automatically collected from all users of our Sites through cookies or other similar methods; and (iii) information obtained from other third-party sources, such as our independent franchisees, social networks (when you either reference The Juicy Crab or grant permission for us to access your data on one or more of these services), partners with which we offer co-branded services, sell or distribute our products, or engage in joint marketing activities, and publicly-available sources.

Information we collect may include your: (i) name; (ii) mailing address; (iii) phone number; (iv) email address; (v) contact preferences; (vi) credit card information; (vii) any other information you share with us; and (viii) information that is provided to us by a strategic business partner about you. Additionally, as you navigate our website, our web server will automatically collect anonymous information about you and your activities during your visit which includes navigational data and web server logs, and may include information such as your IP address, information about your browser and operating system, and the URL from which you came to our website.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources.

USING INFORMATION

The Juicy Crab uses Personal Information for legitimate business purposes, which include processing your orders and sending related communications, providing services and support to users, administering user accounts, responding to customer feedback, questions, and comments, maintaining and protecting the security and integrity of our systems, improving our Sites, advertisements, products, and services, sending marketing communications/promotional offers and serving you digital advertisements tailored to your interests (with your consent only), and any other lawful purposes.

In addition to the above, we may automatically collect information about you and your activities on our website using various technologies, such as cookies and web beacons. We use these technologies to help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches.

STORING INFORMATION

We store all information we collect, including Personal Information electronically in our computer databases. We own, maintain and operate our computer servers containing our databases. Access to our computer servers is controlled by firewalls and security gatekeepers. However, no method of electronically transmitting or storing data is ever completely secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

DISCLOSURE TO THIRD PARTIES

We may share information we collect about you with business partners that work with us to provide products and services, perform market analytics, or to help us market to current and potential customers. Personal information will only be shared by us to

provide or otherwise improve our products, services and advertising; it will not be shared with third parties for their own marketing purposes (except as may be otherwise described to you in connection with any promotional offers with any such third parties).

In addition, we may share aggregated, anonymous demographic information that we gather in accordance with this privacy notice for various purposes. This information is not linked to personal information and cannot be used to identify a particular person.

We may also disclose information we collect in order to comply with law, legal process, litigation and/or demands from public or governmental authorities (including law enforcement). In addition, we may disclose such information in order to protect the safety of our guests or to enforce our terms and conditions.

We use Google Analytics to provide website analytics services for our website. Google Analytics use cookies to gather usage information in order to help us analyze the use of our website. Information collected is disclosed to Google Analytics for this purpose. For more information please see the materials at www.google.com/policies/privacy/partners/.

In the event of a reorganization, merger or sale we may transfer any and all information we collect about you to the relevant third party. In the event such a reorganization, merger or sale takes place, you will be notified via email and/or a prominent notice on our website that informs you in such change and any choices you may have regarding the information we collect about you.

We do not sell your personal information to third parties for any reason.

LINKS TO OTHER WEBSITES

Our Sites may contain links to other third-party websites not owned, operated, maintained by or related to The Juicy Crab (“Third-Party Sites”). Any such hyperlinks are to be accessed at the user’s own risk. We are not responsible for the content, privacy practices, data collection, policies, or any other aspect of a Third-Party Site, even if our Sites contain a link to such site. This Privacy Policy does not apply to Third Party Sites, and we encourage you to independently read and understand each Third-Party Site’s own privacy policies.

CHILDREN’S PRIVACY

We understand the importance of taking extra precautions to protect the privacy and safety of children using our products and services. We do not solicit or knowingly collect personal information from children under the age of 13. If we discover that we have received personal information from an individual who indicates that they are, or whom we otherwise have reason to believe is, under the age of 13, The Juicy Crab will delete such information from our systems

RETENTION AND PROTECTION OF PERSONAL INFORMATION

We take the security of your information very seriously. To that end, we attempt to limit the collection and sharing of information we collect about you and limit our collection as set forth in this privacy notice. Although we cannot guarantee the absolute security of your information, we attempt to prevent any unauthorized access or breach of our systems by following industry standard practices. If you have questions about the security of your information, you can contact us at customerservice@thejuicycrab.com When you use any of the social media platforms that may be linked to from this site, the information and content you share is visible to other users and can be read, collected, or used by them. You are responsible for the information you choose to share or submit in these instances, and we have no ability or obligation to protect it in any way.