

# PRIVACY POLICY

## INTRODUCTION

We ("we", "our" or "Company"), recognise and respect the importance of protecting the privacy of visitors to our website. This means that we'll protect the personal information of all visitors who access our websites or services through any mobile application, platform or device (collectively, the "Services"). This privacy notice ("Privacy Notice") explains how our Company, our subsidiaries and affiliates, collect, share, and use your personal information. You'll also find information about how you can exercise your privacy rights. By using our Services you agree that we may use your personal information as described in this Privacy Notice.

### 1. Information we collect from you

From time to time, we may receive personal information from third party sources, including advertising networks and social media platforms like Facebook but only where we have checked that these third parties either have your consent to process the information or are otherwise legally permitted or required to share your personal information with us. This information may include your likely demographic group.

#### A. Information that you provide voluntarily

Certain parts of our Services may ask you to provide personal information voluntarily.

For instance:

**Registration information:** When you create an account, sign-up or fill in forms on the Services, we collect information about you including your name, address, telephone number, email address and the password you create.

**Transaction information:** We collect information relating to your Orders, including payment information (e.g. your credit card number) using the secure services of our payment processors. Payment operations are outsourced to our payment processors and we do not store your credit card information in our systems. We also collect delivery details (e.g. your physical address) to fulfil each Order.

**Information regarding your marketing preferences:** We collect information about your preferences to receive marketing information any time you subscribe or unsubscribe.

**Feedback:** When you post messages of the Services or you contact us, for example with a question, problem or comment, we collect information about you including your name and the content of your query. If you contact our customer support teams

we will record and keep a record of your conversation for quality and training purposes and to aid in the resolution of your queries.

## B. Information that we collect automatically

When you access our Services, we may collect certain information automatically from your device. In some countries, including countries in Europe, this information may be considered personal information under applicable data protection laws.

For instance:

**Activity information:** We collect information about your usage of the Services and information about you from the content you create and the notifications or messages you post or send as well as what you search for, look at and engage with.

**Cookies and similar technologies:** We use cookies and similar tracking technology to collect and use personal information about you (e.g. your Internet Protocol (IP) address, your device ID, your browser type and when, how often and how long you interact with the Services), including to facilitate interest-based advertising.

The table below provides information on the cookies which we use on our website. You can remove Cookies from your computer at any time and can also choose to disable Cookies in your internet browser settings though this may impact your ability to utilise some of the Services.

Cookie	Purpose	Set by
qs_ucc	Recording cookie consent	QikServe
_fs_uid	Optimisation	QikServe
fs_uid	Optimisation	QikServe

_ga	Analytics	QikServe
_ga	Analytics	Google
_gat	Analytics request throttling	QikServe
_gat	Analytics request throttling	Google
_gid	Analytics	QikServe
_gid	Analytics	Google
amplitude_cookie_test	Analytics	QikServe
amplitude_unsent_#GUID#	Analytics	QikServe
amplitude_unsent_identify_#GUID#	Analytics	QikServe
NID	Enabling google pay	Google

OTZ	Enabling google pay	Google
r/collect	Advertising	doubleclick.net
workbox-precache- https___web2_qikserve_io_#precached- details-models	Caching of site assets	QikServe
CONSENT	Consent to google terms of service	Google
SSID	Enabling google pay	Google
CONSENT	Consent to google terms of service	Google
1P_JAR	Enabling google pay	Google
SIDCC	Enabling google pay	Google
S	Enabling google pay	Google

SAPISID	Enabling google pay	Google
APISID	Enabling google pay	Google
SID	Enabling google pay	Google
HSID	Enabling google pay	Google

### C. Information that we obtain from third party sources.

From time to time, we may receive personal information from third party sources, including advertising networks but only where we have checked that these third parties either have your consent to process the information or are otherwise legally permitted or required to share your personal information with us. This information may include your likely demographic group.

For instance:

Analytics reports and market research surveys: We collect information from our third party affiliates about the way you respond to and engage with our marketing campaigns so that we can customise our marketing and Services accordingly.

We may also receive aggregated information in the form of audience segments from third party sources in order to display targeted advertising on digital properties operated by organisations like Facebook and Google.

## 2. Our use of collected information

Examples of how we may use this information include:

### A. Information that you provide voluntarily

*Registration information*

The registration information you provide when you create an account allows us to give you access to the Services and to supply them to you under our Terms. We also use this information to authenticate your access to the Services, to contact you for your views and to notify you of important changes or updates to our Services.

#### *Transaction information*

Your transaction information (such as the food items you add to your basket) allow us to process your Order and send you an accurate bill. It also helps us and any Venue you order with contact you where necessary.

We may contact you by email, phone or SMS to give you status updates or other information or to resolve problems with your account or Order. A Venue may contact you by phone or SMS to provide you with status updates or other information regarding your Order.

Where you pay for your Order with a mobile payment or digital wallet service provider (such as Applepay or Pay with Google) we will send you transaction information via confirmation emails or SMS to the email address or phone number registered with that service provider (since this is required by those providers).

We will also analyse information on completed transactions and successfully delivered Orders on the basis of data matching or statistical analysis so that we can administer, support, improve and develop our business and Services. Our analyses also help us detect and prevent fraud or other illegal activities or acts prohibited by our Terms or any policies applicable to the Services.

#### Information regarding your marketing preferences

We may market to you, where permitted by law, by post, email, telephone, mobile (i.e. SMS, in-app messaging and push notification) about our products or Services.

Where you have given your consent, we may share your information with third parties (e.g. other companies) in other sectors (such as food, drink and entertainment) so that they can tell you about goods or services which may interest you.

If you don't want us to use your data in this way or generally change your mind about receiving any form of marketing communications, you can unsubscribe at any time using the unsubscribe functionality in the communication you receive or by amending your profile accordingly. You may also be able to opt-out of push notifications at a device level (e.g. by way of your iOS settings). If you choose to unsubscribe from our marketing, we will keep a record of your preferences so that we don't bother you with unwanted marketing in future.

#### *Feedback*

If you give us feedback we will use it to reply to your questions or queries, to provide customer support and resolve any problems with your Orders or with the Services.

## B. Information that we collect automatically

When you access our Services, we may collect certain information automatically from your device such as your IP address or device ID. In some countries, including in Europe, this information may be considered personal information under applicable data protection laws.

### *Activity Information*

We analyse your ordering habits and how you interact with our Services so that we can improve our services. We may also provide you with customised content and advertisements based on your previous interactions with our Services and our knowledge of your preferences which we understand from your usage and buying history relating to the Services. If you choose to share your geo-location with us, we may use this information to show you content that is local to you; this information will also help smooth the effective and speedy delivery of your Order. We may also collect information about your interaction with our emails and other forms of communication.

### *Cookies and similar technologies*

We work with advertising affiliates that serve advertisements on our Services on the websites and services of third parties. Some of those networks use cookies which allow us to display advertisements that are personalised to your interests based upon your internet browsing activity.

Like many websites and online services we use cookies and other technologies to maintain a record of your interaction with our Services. Cookies also help us to manage a range of features and content as well as to store searches and re-present your information at the point of Order.

## C. Information that we obtain from third party sources

### *Analytics reports and market research surveys*

We analyse information we collect from our third-party service providers (such as Google, Facebook, Amazon and other affiliates) to understand how you engage with our Services and advertisements (e.g. whether you have clicked on one of our advertisements). This helps us to understand your preferences and recommend you Services which are tailored to your interests.

## 2. Who we share personal information with

In delivering the Services to you, depending on the circumstances, we may share your personal information with the following entities:

Venues you place Orders with so that the Venues can process and deliver it to you.

Companies within the group of companies (which means our subsidiaries and affiliates, our ultimate holding company and its subsidiaries and affiliates either now or at any time in the future) - these companies act for us and process your personal information for the purposes set out in this Privacy Policy.

Third parties who undertake various activities to promote and support our Services. This may include offshore customer support agents, website and application support and hosting providers, marketing service providers, partners who manage our marketing emails and push notifications, companies who send you text messages when your Order is on its way, delivery companies who deliver your Order to you, market research companies and payment processing providers which process payment card transactions - any of these third parties might be inside or outside your country of residence.

As mentioned in section 2 above, we may also share information with third parties (for example, in the food, drink and entertainment sectors) so that they can contact you about goods or services which may interest you. We will only share your information with these third parties where you have given your expressed consent. If you don't want us to use your personal information in this way or generally change your mind about receiving any form of marketing communications, you can unsubscribe at any time using the unsubscribe functionality in the communication you receive or by amending your profile accordingly. If you choose to unsubscribe from our marketing, we will keep a record of your preferences so that we don't bother you with unwanted marketing in future.

If any part of our business enters into a joint venture, purchases another business or is sold to or merged with another business entity, your information may be disclosed or transferred to the target company, or new business partners or owners or their agents and advisors. In these circumstances, we will always inform the relevant entities that they must only use your personal information for the purposes disclosed in this Privacy Notice.

Any law enforcement or regulatory body, government agency, court or other third party where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person.

Any other person provided that you have given your consent to the disclosure. We will not sell, distribute or lease your personal information unless we have your permission or are required by law to do so.

### 3. Legal basis for processing personal information

Our legal basis for collecting and using your personal information as described above will depend on the specific context in which we collect it.

Our main reason for collecting and using your personal information is to perform our contract with you (i.e. to make sure you get your Order when you want it). However we will also use your personal information where it is in our legitimate business interests to do so (but only if our interests are not overridden by your data protection interests or your fundamental legal rights and freedoms). In some cases, we may have a legal obligation to collect personal information from you (e.g. in the event of legal proceedings) or we might need to process it or share it with others to “protect your vital interests” (this is legal speak for saving your life) or those of another person (e.g. in a case where another person’s life is in danger).

If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (and we’ll also explain the possible consequences of you not providing it).

Similarly, we may collect and use your personal information in reliance on our legitimate interests (or those of any third party). Relevant legitimate interests include a) to market to you or make you offers that we believe will interest you; b) to analyse and understand how our services are used and so to improve them; c) for fraud prevention or prevention of other criminal acts; or d) to keep our systems secure.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under the “How to contact us” below.

### 4. International data transfers

We may transfer your personal information to countries other than the country in which you are resident based on data processing arrangements that we may have in place. Whilst these countries may have data protection laws that are different to the laws of your country, you can rest assured that we take care to implement appropriate safeguards to protect your personal information in those countries in accordance with this Privacy Notice.

Some of the safeguards we rely on include, where appropriate, using the UK and European Commission’s approved standard contractual clauses with our suppliers, and intra-group transfer agreements, where this is appropriate.

Please note that we use QikServe Services and that QikServe stores and processes personal data in the provision of their Services to us. QikServe is based in Ireland and stores and processes data within the European Economic Area (“EEA”).

QikServe has technical staff in Brasil and support staff in the United States who may, from time to time, access personal data in order to perform operational functions and provide support for the QikServe Services we offer. By agreeing to this Privacy Policy, you are consenting to the transfer of your personal data to QikServe staff in Brasil and the United States for this limited purpose, if so required.

## 5. Security

We place great importance on keeping your personal information safe and secure. As such, we put in place appropriate technical and organisational measures / industry standard technology to protect it from unauthorised access and unlawful processing, accidental loss, destruction and damage.

The security measures we use are designed to provide a level of protection security appropriate to the risk of processing your personal information. Where you have chosen a password which allows you to access certain parts of the Services, you are responsible for keeping this password confidential. We advise you not to share your password with anyone and to use a unique password for our Services. We will not be liable for any unauthorised transactions entered into using your name and password.

## 6. Data retention

We will retain your personal information where we have an ongoing legitimate business need to do so (for example, while you hold an account with us or to enable us to meet our legal, tax or accounting obligations).

If you object to us processing certain categories of your personal information (including in relation to receiving marketing communications from us), we will retain a record of your objection to the processing of your information so that we can continue to respect your wishes.

We will destroy or permanently anonymise your personal information at the point that we no longer need to process it for our ongoing legitimate business needs or for any legal reason. If this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store it and isolate it from any further processing until deletion is possible.

## 7. Your data protection rights

We respect your privacy and data protection rights. Below is a summary of your rights in respect of the personal information of yours which we handle:

The Company provides you with the tools to access, review or update your personal information at any time through your account. If you wish to request deletion of your

personal information, you can do so by contacting us using the contact details provided under the “How to contact us” heading below.

You can object to processing of your personal information, ask us to restrict processing of your personal information or request that it be ported to a third party. Again, you can exercise these rights by contacting us using the contact details provided under the “How to contact us” heading below.

You have the right to opt-out of receiving marketing communications we send you at any time. You can exercise this right by using the unsubscribe functionality in the communication you receive or by amending your profile accordingly.

Similarly, if we collect and process your personal information on the basis of your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

You have the right to complain to a data protection supervisory authority about our collection and use of your personal information.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

## 8. Links to third-party sites

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates or to any number of websites that may offer useful information to our visitors. We provide these links to you only as a convenience and the inclusion of any link does not imply endorsement of the relevant website by us. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for these policies or those linked websites. Please check these policies before you submit any personal information to such websites.

## 9. Updates to this Privacy Notice

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Privacy Notice changes if and where this is required by applicable data protection laws.

We encourage you to periodically review this page for the latest information on our privacy practices.

## 10. How to contact us

If you have any questions or concerns about this Privacy Notice, please use the Contact link to provide us with your request.