



## Privacy Policy

SALIDO, Inc. (“SALIDO,” “we,” “us,” or “our”) owns and operates the restaurant operations services, tools and software (collectively, the “Platform”), provided to you pursuant to the SALIDO POS Merchant Agreement. This Privacy Policy explains how we collect, use, share and protect information when you use, access and interact with the Platform. Your access and use of the Platform is subject to and governed by this Privacy Policy. By using, accessing, or interacting with the Platform, you acknowledge that you have read, understood, and agreed to be legally bound by the terms of this Privacy Policy.

Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in the SALIDO POS Merchant Agreement.

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### Information we collect:

We collect information in order to provide, improve upon, and personalize the Platform. The types of information we collect, including as set forth in the categories below, include both personal information, which is information that could be used to identify you, such as your name and email address (“Personal Information”), and non-personal information, which is information that cannot be used to identify you, such as anonymous usage data generated by your use of the Platform (“Non-Personal Information”).

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### Account Information:

To access and use the Platform, you must create an account or sub-account and provide certain required information, such as your name, email, password, and other contact or payment information, as applicable (collectively, “Account Information”).

By accessing or using the Platform, you acknowledge that some of the Account Information we ask for and collect may be Personal Information and that by providing Personal Information to us you are allowing us and others (in accordance with this Privacy Policy) to use that Personal Information, including for the purpose of identifying you (but please note that we do not store your credit or debit card information, as further described in the

section “Information Shared With Our Third Party Payment Processor”).

By providing us with your email address when you sign up for the Platform, you expressly consent to receive emails from us relating to the Platform, but you may opt out of certain promotional or other email messages by following the instructions contained within the emails we send to you.

In addition, by providing us with your mobile phone number when you sign up for the Platform, you are expressly opting-in to receive SMS text messages from us relating to the Platform, and you acknowledge that messaging and data rates may apply depending on your mobile phone service provider. You may opt-out of receiving SMS text messages at any time by emailing us at support@salido.com or by texting STOP in response to the text messages you receive. However, by opting-out of receiving text messages, we may have to temporarily suspend your account, during which time you will no longer be able to use the Platform.

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### Usage Information:

We may also use a variety of technologies to passively collect other information as you use or interact with the Platform (“Usage Information”). For example, Usage Information may include the browser or operating system that you are using, the URL that referred you to the Platform, all of



the areas within the Platform that you visit, access times, precise location data, the interaction with peripheral hardware and software, performance data such as the Platform's interaction with your network and our servers, and your IP address or other unique identifier ("Device Identifier") for your computer, mobile phone or other device used to access the Platform (each, a "Device"). Usage Information may be non-identifying or may be traceable to you. Whenever we link your Usage Information or a Device Identifier with you, we will treat it as Personal Information.

A few methods that may be used to collect Usage Information include, without limitation, the following (and may include technologies and methods developed hereafter):

- Cookies. When you visit the Platform we may send one or more cookies to your Device. A cookie is a data file that is used for various purposes, including, among other things, to identify your browser, remember you and your preferences, and track your visits to the Platform. A cookie does not collect Personal Information about you. Cookies can be disabled or controlled by setting a preference within your web browser or on your Device. However, some features of the Platform may not function properly if the ability to accept cookies is disabled.
- Web Beacons. We may employ small graphic images or other web programming code called web beacons (also known as "1x1 GIFs" or "clear GIFs") on the Platform and in our email messages, which are used to anonymously track the online usage patterns of our users and to track which emails are opened by recipients.

The only way to completely "opt out" of the collection of any information through cookies or other tracking technology is to actively manage the settings on your browser or mobile device. Please refer to your browser's or mobile device's technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. To learn more about cookies, web beacons and related technologies

and how you may opt-out of some of this tracking, you may wish to visit [allaboutcookies.org](http://allaboutcookies.org) and/or the Network Advertising Initiative's online resources, at [networkadvertising.org](http://networkadvertising.org). Depending on your mobile device, you may not be able to control tracking technologies through settings. If you have any questions about opting out of the collection of cookies and other tracking/recording tools, you can contact us directly at [support@salido.com](mailto:support@salido.com).

We currently do not employ technology that recognizes "Do Not Track" signals from your browser.

We may also engage third parties, such as marketing or analytics partners, who may collect information on our behalf and for our use about your online activities over time and across different websites when you use the Platform.

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### Transaction Data:

You can use the Platform to process information relating to your patrons and transactions with patrons and other third parties ("Transaction Data"). You are solely responsible for lawfully collecting and using any identifiable information you collect about your customers as collected through the Platform, for providing any notices and collecting any necessary consents from customers to use their information independent of the Platform such as sharing identifiable information with third parties or using the information for marketing purposes. During the term of the Agreement and for 30 days following termination thereof, SALIDO will provide you with the Transaction Data associated with your account upon your prior written request and in a manner determined by us in our sole discretion.

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### Third Party Platform Information:

We may also obtain information about you from other sources, including but not limited to third party websites, applications, and services (each, a "Third Party Platform"), through which you connect with or use to interact with the Platform



and we may combine that with information we collect. The manner in which a Third Party Platform uses, stores, and discloses your information is governed by the privacy policies of such Third Party Platform. We recommend that you review the terms of use and privacy policies of such Third Party Platforms should you have any questions.

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### **How We Use Your Information:**

Our primary goal in collecting the types of information described above is to allow us to provide and improve upon the Platform and to offer you an enhanced and personalized experience when using the Platform.

For example, we may use Account Information to:

- Send you other information relating to the Platform, including technical notices, updates, security alerts, support and administrative messages;
- Understand your preferences and behavior to enhance, personalize, and customize your experience using the Platform;
- Respond to your comments or questions and provide customer service;
- Communicate with you about offers, promotions, rewards, upcoming events, and other news about products and services offered by SALIDO or other select partners;
- Authenticate your credit or debit card account information; and
- Protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.

By way of further example, we may use Usage Information to: (a) store certain information so that you will not have to re-enter that information when you visit the Platform; (b) monitor the effectiveness of the Platform and our marketing efforts; (c) monitor aggregate metrics,

such as total number of visitors and traffic patterns; (d) diagnose or fix technology problems reported by our users or engineers that are associated with certain IP addresses; (e) help you efficiently access your information after you sign up; and (g) automatically update any SALIDO mobile application on your Device.

### **How We Share Information:**

We do not share, rent, sell or trade the information we have collected about you, including information you provide to us, other than as outlined by this Privacy Policy, or otherwise disclosed to you when you provide such information.

### **Information Shared With Our Third Party Payment Processor:**

If you are a subscriber, we require that you provide your information for at least one credit or debit card in order to sign up for the Platform. The credit or debit card information you provide in connection with your account is not stored by us, but is stored and used by our third party credit card processor to process payment that you owe to us for services received by you. By submitting your credit or debit card information to us, you expressly consent to the sharing of such information with our third party payment processor and acknowledge that such third party may store your credit and/or debit card information in connection with your use of our Platform. For information about the security of your credit or debit card account information, see the section entitled "Security of Your Information" below.

### **Aggregate Information:**

We may share non-personally identifiable aggregated information, such as aggregated user statistics and log data, with third parties with whom we conduct business for industry analysis. For example, we may share such statistical data with third parties with whom we conduct business so that they can understand how and



how often people use the Platform and their services or websites, which helps with improving both their services and how the Platform interacts with their services.

### **Information Shared With Our Agents and Affiliates:**

We may share Personal Information with affiliates, third party vendors, consultants and others we employ to perform tasks on our behalf, to provide services to us, or to provide products or services to you in connection with the Platform (collectively, "Agents and Affiliates"). We will only share your Personal Information with our Agents and Affiliates to the extent necessary and, unless we tell you differently, our Agents and Affiliates do not have any right to use the Personal Information we share with them beyond what is necessary to assist us or you.

### **When You Agree to Receive Information From Third Parties:**

We do not share your Personal Information with third parties for those third parties' direct marketing purposes unless you consent to such sharing. For example, you may be presented with an opportunity to receive information and/or marketing offers directly from third parties. If you agree to have your Personal Information shared, your Personal Information will be disclosed to such third parties and all information you disclose will be subject to the privacy policies and practices of such third parties. We are not responsible for the privacy policies and practices of such third parties and, therefore, you should review the privacy policies and practices of such third parties prior to agreeing to receive information and/or marketing offers from them. If you later decide that you no longer wish to receive communication from a third party, you will need to contact that third party directly.

### **Information Disclosed Pursuant to Business Transfers:**

We may disclose or transfer your Personal Information in connection with the sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

### **Information Disclosed for Legal or Safety Reasons:**

We may disclose your Personal Information: (i) to comply with laws and the legal process and/or to respond to lawful requests; (ii) to protect the rights and property of SALIDO, our employees, agents, users, and others, including without limitation, to enforce our agreements, policies, and terms of use; and (iii) in an emergency, to protect the personal safety of SALIDO, our users, or any other person.

### **Information You Share Publicly:**

You may be able to access Third Party Platforms through the Platform, for example by clicking on a link to a Third Party Platform from within the Platform, and you may be able to connect and share your actions, comments, content, and information publicly or with friends through the Platform or on Third Party Platforms. You may also be able to publicly connect with us on Third Party Platforms, including those social media platforms on which SALIDO has a presence.

Any information that you voluntarily share publicly is viewable by other users and the public. When you share information publicly, others may reproduce, publish, distribute or otherwise use that public information online or offline in any media or format currently existing or hereafter developed. Thus, please be mindful of your personal privacy needs and the privacy needs of others as you choose whom to connect with and what to share and make public. SALIDO also does not control the privacy practices of Third Party Platforms. Please contact those sites and services



directly if you want to learn about their privacy practices.

### **Storage and Security of Your Information:**

Your information collected through the Platform may be stored and processed in the United States or any other country in which SALIDO or its subsidiaries, affiliates or service providers maintain facilities. SALIDO may transfer information that we collect about you, including Personal Information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including Personal Information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which SALIDO or its parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

The information we collect is securely stored within our databases, and we use standard, industry-wide, commercially reasonable security practices such as encryption, firewalls and SSL (Secure Socket Layers) for protecting your information, such as any portions of your credit card number which we retain (we do not ourselves retain your full credit card information). To be clear, SALIDO does not itself store your full credit or debit card information and we do not have direct control over or responsibility for your debit or credit card information. Our contracts with our third party payment processors that receive your credit or debit card information require them to keep it secure.

Nevertheless, as effective as encryption technology is, no security system is impenetrable. We cannot guarantee the security of our

databases or our third party payment processors' databases, nor can we guarantee that information you supply won't be intercepted while being transmitted to us and/or to our third party payment processors over the Internet or via wireless communication, and any information you transmit to SALIDO is done at your own risk. We assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorized third party access, or other causes beyond our control.

You also play an important part in keeping your Personal Information secure. You are responsible for selecting and protecting your password appropriately and limiting access to your Devices and browser by signing off after you have finished accessing your account. We also recommend that you not disclose your password to anyone.

### **Viewing, Changing, and Deleting Your Account Information:**

If you have created an account with SALIDO, you can view and change your account information by signing into the Platform. You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information provided as part of your account registration. You may also remove or update your photo at any time by signing into your account. If you wish to cancel your account or request that we no longer use your information to provide you with the Platform, you can also contact us at [support@salido.com](mailto:support@salido.com).

We will retain your information for as long as your account with SALIDO is active and as is needed to provide you access to the Platform. Even after your account is terminated, we may retain your information (including, but not limited to, Personal Information and Usage Information) as needed to comply with our legal and regulatory obligations, resolve disputes, conclude any activities related to cancellation of an account (such as addressing chargebacks from your credit card companies), investigate or prevent fraud and other inappropriate activity, to enforce our



agreements, and for other business reasons. After a period of time, your data may be anonymized and aggregated, and then may be held by us as long as necessary for us to provide our Platform effectively.

### **Your Choices about Your Information:**

You may, of course, decline to provide us with some or all of your Personal Information, but keep in mind that without certain Personal Information we may not be able to provide you with the Platform or certain features of the Platform.

### **Children's Privacy:**

The Platform is not for use by children under 13 years old. Protecting the privacy of young children is especially important. For that reason, SALIDO does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register for the Platform. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personal information to SALIDO or through the Platform. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as we can. If you believe that we might have any information from or about a child under 13, please contact us at [support@salido.com](mailto:support@salido.com).

### **California Residents:**

Under California Civil Code Section 1798.83, California residents who have an established business relationship with Salido may choose to opt out of our sharing your Personal Information with third parties for direct marketing purposes. If you are a California resident and (1) you wish to opt out; or (2) you wish to request certain information regarding our disclosure of your Personal Information to third parties for the

direct marketing purposes, please send an email to [support@salido.com](mailto:support@salido.com) with "PRIVACY POLICY" in the subject line or write to us at:

*625 Broadway Floor 8*

*New York, NY 10012*

### **Changes to Our Privacy Policy:**

We're constantly trying to improve the Platform, so we may need to change this Privacy Policy from time to time and we reserve the right to do so. If we change this Privacy Policy, we will post those changes so as to keep you informed as to what information we collect and how we are using and disclosing that information. Changes to this Privacy Policy are effective when posted on this page, as indicated by the Effective Date at the bottom of this page. By continuing to access or use the Platform after a change in this Privacy Policy has been posted, you are agreeing to be bound by the revised Privacy Policy.

If you have any questions or concerns about this Privacy Policy or any of our privacy-related practices, please contact us at [support@salido.com](mailto:support@salido.com).

*SALIDO, Inc.*

*625 Broadway Floor 8*

*New York, NY 10012*

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