

Privacy Policy

Lazy Dog Restaurants, LLC (“LDR,” “we,” “our,” or “us”) manages and licenses all of the Lazy Dog Restaurant and Bars. It’s important to LDR to help our customers retain their privacy when they take advantage of all the Internet has to offer and LDR is committed to safeguarding the privacy of our customers and users (“your” or “your”) who visit our locations and interact with us online, including through our website <https://www.lazydogrestaurants.com> (the “Website”), participants in our Beer Club, and users of our other services and restaurants’ Takeout Orders, Jolene’s Email Club and RoadTrip Bowls (collectively, the “Services”).

We have drafted this Privacy Policy to provide you with information on our policies regarding the collection, use, and disclosure of personal information (as defined below).

This Privacy Policy should be read in conjunction with our [Terms of Use](#).

If you are a California resident and your personal information is subject to California Consumer Privacy Act (as amended by the California Privacy Rights Act and along with any implementing regulations and as may be amended, the “CCPA”), please review **Additional Information for California Residents** below for additional disclosures, our Notice at Collection, and a description of your rights under the CCPA.

If you are a Colorado, Virginia or Nevada resident, please see **Additional State Law Information** below for information about your rights under applicable state privacy laws.

WHAT INFORMATION WE COLLECT & HOW WE COLLECT IT

While using our Services or when you otherwise interact with us, we may collect certain information from or about you, including “personal information.” When we use the term “personal information” we mean information that can help us directly or indirectly identify you, such as your name, email address, home address, telephone number, Internet Protocol (“IP”) address, or other online identifiers, among other information. We may collect some of this information directly from you, automatically through your use of the Services, and from other sources.

Information Provided by You

We may collect personal information when you: (i) register on our Website; (ii) submit comments online; (iii) purchase items; (iv) use Wi-Fi at one of our locations; (v) make a reservation or join our online waitlist; or (vi) contact us.

Depending on how you interact with us or our Services, we may collect the following types of personal information, including:

- Identifiers and similar information such as your name, online identifiers, email address, mailing address, phone number, online identifiers, or other similar identifiers.
- Additional information protected under certain federal or state laws such as a signature, education information, state identification number, credit card, bank account, or other financial information.

- Characteristics of protected classifications under certain federal, or state law or data classified as “sensitive data” in certain jurisdictions, including, gender, national origin, or marital status.
- Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing histories or tendencies.
- Internet or Other Electronic Network Activity Information – Including your browsing history and your interactions with our Website.
- Inferences – Such as inferences drawn from other information to create a profile reflecting a client’s preferences or characteristics.

Please note that if you choose not to register or provide personal information, you can still use most of www.lazydogrestaurants.com, but you will not be able to purchase products or submit comments that require registration.

Information Collected Automatically

When you visit our Website use our Services or interact with us through other online media and advertisements, information about your visit and/or interaction is automatically logged through the use of various tracking tools like browser cookies and web beacons. We may automatically collect personal information through our Website and these tools, including the following:

- *Log Data* – This includes information that your browser sends whenever you visit our Website (“Log Data”). This Log Data may include information such as your computer’s IP address, browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, and other statistics. When you access the Website by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device’s unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, your location information, and other statistics.
- *Website Browsing Data* – This includes information gathered while you browse our Website, including technical, usage, and navigational data that shows what pages you have visited and how long various features are used.
- *Device Information* – Such as information about the device you use to access our Website, including the hardware model, operating system and version, unique device identifiers, and mobile network information.

For more information on our use of such tools and how to control them, please see the below section **Our Use of Cookies and Other Technologies**.

Information Collected from Other Sources

We may also collect your personal information from other sources such as our business partners and vendors (e.g., food delivery platforms, data providers, or payment processors).

WHY WE COLLECT YOUR INFORMATION

Depending on how you interact with us, we may collect, use or otherwise process your personal information for a number of purposes, including to:

- *Provide Our Products and Services* – Including facilitating purchases, maintaining customer accounts, providing customer service and support, processing customer requests, fulfill orders, and facilitating the use of our Services like providing functionality to remember you so you do not have to enter information more than once.
- *Manage Our Relationship with You* – Including collecting feedback and customer surveys.
- *Improve Our Products and Services* – For example, we may use your personal information to customize your experience with us, tailor online shopping experiences, and improve our customer service.
- *Managing and Operating our Services* – Including to keep our Websites [and Apps] updates and relevant, develop our business, and to inform our marketing strategy.
- *Advertising and Marketing* – Including to provide you with marketing and promotional materials, such as alert you to products, special offers, updated information and other new services from LDR Corporation [and support our targeted advertising initiatives.
- *Analytics* – For example, we may use information we collect for research to assess the effectiveness of our Services, marketing, advertising, and customer demand.
- *Security and Prevention and Detection of Fraud* – For example, we may use information to protect our company, our customers, and our Services. This includes detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity.
- *Compliance with Law* – Such as compliance with legal and/or regulatory requirements or for the purpose of responding to a binding request from a public authority or court

HOW WE DISCLOSE YOUR INFORMATION

In order to run our business and provide services to you, we may disclose your personal information and other information to third parties, including the following:

- Our affiliates.
- Services providers or other entities who perform services for us or on our behalf. For example, we may share information with vendors who operate our Services, run promotions, and send emails.

- Business partners who distribute our products, help provide our Services or co-sponsor a promotion with us. These partners may send you information about events and products by mail or email.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.
- In order to comply with applicable law. For example, we may disclose your personal information where required to do so by law or subpoena or if we believe that such action is necessary to comply with the law and the reasonable requests of law enforcement or to protect the security or integrity of our Services.
- To any relevant third-party acquirer(s), in the event that we sell or transfer all or any relevant portion of our business or assets.
- With your consent or at your direction.

MARKETING AND OTHER COMMUNICATIONS

If you decide to register and create an account with us, you will be able to select the kinds of information you want to receive from us by subscribing to various services, like our electronic newsletters. If you do not want us to communicate with you about other offers regarding LDR Corporation products, information or services by email, postal mail, or telephone, you may select the option stating that you do not wish to receive marketing messages from LDR Corporation.

OUR USE OF COOKIES AND OTHER TECHNOLOGIES

As noted above in **Information We Collect**, we may use cookies or similar online tracking tools to collect information. Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and transferred to your device. We generally use cookies to collect information in order to improve our services for you [and to provide you with relevant advertising.

We may use third-party web analytics services on the Website, including Google Analytics. We use Google Analytics to help us understand how people are using our Website. To find out more about how Google Analytics collects and processes data, please click [here](#). Google Analytics has its own cookies that it uses to track and aggregate this information. You can prevent the use of Google Analytics relating to your use of our Website by downloading and installing the browser plugin available [here](#).

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. The Help feature on most browsers provides information on how to accept cookies, disable cookies, or to notify you when receiving a new cookie. You can also control cookies (i) through most browsers by changing your cookie settings, which are typically found in the “options” or “preferences” menu of your browser, and (ii) through various third-party tools, which can be found [here](#).

Please note that if you do not accept cookies, you may not be able to use some features of our Website.

YOUR CHOICES AND RIGHTS

Depending on where you are located and how you interact with us you may have certain rights and choices regarding the information we collect from and about you.

Under applicable law, you have certain rights relating to our collection and use of your personal information, including:

- *Opt-Out of Receiving Marketing Emails.* You can request that we send you marketing information and sign up for electronic newsletters about our products and food related information through your account with us. You can also request that we stop sending you marketing or other promotional communications through the opt-out link in any of these communications [through your account,] or by using the information provided in **Contact Us**.
- *Review and Correct Your Information.* You can review and edit the personal information you have given to us tied to your account when you log into our Services or by contacting us using the information provided in **Contact Us**.
- *Interest-Based Advertisements.* When you use our online services, we (and our vendors) may collect information about your activities so that we can provide you with advertising tailored to your interests. You can opt out of targeted advertising by visiting the [Digital Advertising Alliance](#) website or the [Network Advertising Initiative](#) website . If you choose to opt out, you will continue to receive advertisements but they will not be tailored to your interests.
- *Control Cookies.* As noted in **Our Use of Cookies and Other Technologies**, you can control the cookies and similar technologies used on our Services through your browser or device settings as well as the methods described in that same section.
- *Other Controls.* You can choose whether or not to share personal information with us. If you choose not to share your personal information, some parts of our Websites and some services may not be accessible.

If you are a California, Colorado, Virginia, or Nevada resident, you may have additional rights to your personal information. Please review **Additional Information for California Residents** and **Additional State Law Information** below for a description of such rights.

SECURITY

LDR is committed to protecting your personal information. We have in place reasonable precautions to protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction. While we make efforts to protect our information systems, no website, mobile application, computer system, or transmission of information over the internet or any other public network can be guaranteed to be 100% secure.

CHILDREN’S INFORMATION

We do not knowingly solicit or collect personal information from children under 13. If you are a parent or guardian and believe that we have inadvertently collected personal information from a child under 13 years old, please contact us using the information provided in **Contact Us** below. We will delete such information within a reasonable time.

CUSTOMER PROFILES

As mentioned above, every registered customer has a unique personal profile. Each profile is assigned a unique personal identification number, which helps us ensure that only you can access your profile.

When you register, we create your profile, assign a personal identification number, then send this information back to your hard drive in the form of a cookie, which is a very small bit of code. This code is uniquely yours. It is your passport to seamless travel across www.lazydogrestaurants.com, allowing you to quickly purchase products without having to fill out registration forms with information you’ve already provided. Even if you switch computers, you won’t have to re-register – just use your Registration ID to identify yourself.

LINKS TO OTHER WEBSITES

Our Services may contain links to third party websites. If you click on a third party link, you will be taken to a platform we do not control. This Privacy Policy does not apply to the information practices of that website or platform. We encourage you to read other companies’ privacy policies carefully. We are not responsible for these third parties.

ADDITIONAL INFORMATION FOR CALIFORNIA RESIDENTS

The CCPA imposes certain obligations on us and grants certain rights to California residents (“California Resident,” “you,” or “your”) with regard to “personal information.” If you are a California Resident, please review the following information about our privacy practices surrounding how and why we collect, use, disclose, and share your personal information and your potential rights with regard to your personal information under the CCPA. The rights described herein are subject to exemptions and other limitations under applicable law.

Terms used in this California-specific section have the meaning ascribed to them in the CCPA. We are a “business.”

Notice at Collection and Use of Personal Information

Information We Collect

Depending on how you interact with us, we may collect the categories of personal information listed above in the section **What Personal Information We Collect & How We Collect It**.

Purpose for Collection and Use of Information

We may collect and use your personal information for the purposes listed above in **Why We Collect Your Information**.

Sale or Sharing of Personal Information

We may disclose the categories of personal information listed above in **What Personal Information We Collect & How We Collect It** to certain third parties in support of our marketing and advertising efforts in a way that could be considered a “sale” or “sharing” of personal information under the CCPA. Under the CCPA, you have the right to opt-out of the “sale” or “sharing” of your personal information, which can be exercised [here](#)

How Long We Keep Information

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any accounting, reporting requirements or legal requirements and consistent with applicable privacy, data protection and data retention laws. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

Our Collection, Use, Disclosure, Sale and Sharing of Personal Information and Sensitive Personal Information

What Information We Have Collected, the Sources from Which We Collected It, and Our Purpose for Collecting the Information

In the preceding 12 months, depending on how you interact with us, we may have collected the categories of personal information listed above in the section, **What Personal Information We Collect & How We Collect It**. We may collect personal information from all or some of the categories of sources listed in the section, **What Personal Information We Collect & How We Collect It**. We may collect all or a few of the categories of personal information for the business or commercial purposes identified in the section, **Why We Collect Your Information**.

Our Disclosure, Sale and Sharing of Personal Information

We do not knowingly sell or share personal information of consumers under 16 years of age. In the preceding twelve (12) months, we may have disclosed for a business purpose or “sold,” or “shared” (as such terms are defined under the CCPA) the categories of personal information to the categories of third parties, described in the chart below, including:

Category of Personal Information	Category of Third Party Information Disclosed to for a Business Purposes	Category of Third Party Information Sold To or Shared With
Identifiers (for example your name, address, DOB, SSN, driver’s license, passport number and online identifiers)	None	None
Additional information subject to Cal. Civ. Code § 1798.80(e) (for example, a signature, state identification card number, financial information, or bank account information)	None	None
Characteristics of protected classifications under certain federal or state laws (for example gender, age, national origin, citizenship or marital status)	None	None
Commercial Information (for example records of products or services purchased, obtained or considered or purchasing histories)	None	None
Geolocation Data (as information about your	None	None

Category of Personal Information	Category of Third Party Information Disclosed to for a Business Purposes	Category of Third Party Information Sold To or Shared With
location or the location of your device)		
Education Information, including information that is not publicly available, personally identifiable information as defined in the Family Educational Rights and Privacy Act)	None	None
Internet or Electronic Network Activity Information, including interactions with our website or use of certain online tools	None	None
Audio (e.g., voicemail), electronic, visual or similar information	None	None
Professional or Employment Related Information, including occupation, compensation, employer and title	None	None
Inferences drawn from any of the information identified above to create a profile reflecting your preferences or similar information	None	None

In addition, in the preceding 12 months, we may have disclosed all of the categories of personal information identified above in **What Personal Information We Collect & How We Collect It**, to the following categories of third parties: (i) judicial courts, regulators, or other government agents purporting to have jurisdiction over us, our subsidiaries or our affiliates, or opposing counsel and parties to litigation; and (ii) other third parties as may otherwise be permitted by law.

We may disclose personal information to all of the third parties listed above to comply with our legal obligations or for the business or commercial purposes identified in **Why We Collect Your Information**. We may “share” or “sell” the categories of personal information to the third parties listed above for the business or commercial purposes identified in **Why We Collect Your**

Information. Additionally, we may disclose your personal information to third parties upon your request, at your direction or with your consent.

We may also disclose or make available your personal information to our service providers or contractors such as Zendesk, SproutSocial, Klaviyo and other entities that have agreed to limitations on the use of your personal information, or entities that fit within other exemptions or exceptions in or as otherwise permitted by, the CCPA.

Our Use and Disclosure of Sensitive Personal Information

As noted above in **What Personal Information We Collect & How We Collect It**, under the CCPA, we do not collect any personal information that may be considered “sensitive personal information.” The CCPA requires that we provide you with a right to limit our use or disclosure of such sensitive personal information in certain circumstances. Currently, we are not using your sensitive personal information for purposes that would require that we provide you with a right to limit.

California Resident’s Rights

The CCPA provides consumers with specific rights regarding their personal information, subject to applicable exemptions and limitations. Specifically, consumers may have the right to:

- Be informed, at or before the point of collection, of the categories of personal information to be collected and the purposes for which the categories of personal information shall be used.
- Not be discriminated against because you exercise any of your rights under the CCPA
- Request that we delete any personal information about you that we collected or maintained, subject to certain exceptions (“Request to Delete”);
- Opt-out of the “sale” (as that term is defined in the CCPA) of your personal information if a business sells your personal information;
- Opt-out of the “sharing” (as that term is defined in the CCPA) of your personal if a business shares your personal information with third parties;
- Limit the use and disclosure of sensitive personal information (“Right to Limit”) (please note that we are not using your sensitive personal information for purposes that would require that we provide you with a Right to Limit);
- Correct inaccurate personal information (“Right to Correct”); and
- Request that we, as a business that collects personal information about you and that discloses, sells or shares your personal information provide you with certain information about such activities (“Request to Know”).

How to Exercise Your Rights

Below, we describe the different ways in which you can submit requests to exercise your rights under the CCPA.

Requests to Know, Requests to Delete and Right to Correct

If your personal information is subject to the CCPA, you may submit Requests to Know, Requests to Correct and Requests to Delete (“Consumer Rights Request”) through the following methods: 714-596-9960, or [here](#)

We are required to provide certain information, delete personal information, or to correct inaccurate personal information only in response to verifiable requests made by a California resident or their legally authorized agent. When you submit a Consumer Rights Request to, we may ask that you provide clarifying or identifying information to verify your request. Such information may include, at a minimum, depending on the sensitivity of the information you are requesting and the type of request you are making, your name and email address. Any information gathered as part of the verification process will be used for verification purposes only.

You are permitted to designate an authorized agent to submit a Consumer Rights Request on your behalf and have that authorized agent submit the request through the aforementioned methods. In order to be able to act, authorized agents have to submit written proof that they are authorized to act on your behalf or have a power of attorney. We may deny requests from authorized agents who do not submit proof that they have been authorized by you to act on your behalf. We may also require that you directly verify your own identity with us and directly confirm with us that you provided the authorized agent permission to submit the request.

Opt-Out of Sale or Sharing

To exercise your right to opt-out of the “sale” or “sharing” of your personal information click [here](#) or 714-596-9960. We will respond to opt-out preference signals such as the Global Privacy Control (available [here](#)).

Other California Privacy Rights

Shine the Light

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits California residents to request annually, free of charge, information about what personal information LDR disclosed to third parties, including affiliates, for direct marketing purposes. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which Lazy Dog shared information in the immediately preceding calendar year. California residents may make such requests in writing at the information provided in **Contact Us** below.

Do Not Track

Our Website currently recognizes “Do Not Track” signals. Do Not Track is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For details, including how to turn on Do Not Track, visit www.donottrack.us<http://www.donottrack.us/>. Please note that third-party websites may not recognize Do Not Track signals. As previously noted, we encourage you to read the privacy statements provided by third party websites.

ADDITIONAL STATE LAW INFORMATION

If you are a resident of a state in which state-level privacy law is enacted (e.g., Colorado, Nevada, Virginia), additional rights described in this section may apply to you as applicable law comes into effect.

Nevada Residents

Under Nevada law, Nevada residents may opt out of the “sale” of their personal information, where the information is exchanged for monetary consideration. We do not currently engage in such activity. You can submit a request to us regarding any future sale of such information via the contact information provided below in **Contact Us**.

Virginia and Colorado Residents

Consumer Rights

Under Virginia and Colorado law, Virginia and Colorado residents have the right to:

- Confirm whether or not we are processing personal information and access to such personal information (“Access”);
- Correct inaccuracies in their personal information (“Correction”);
- Request that we delete personal information (subject to certain exceptions) (“Deletion”);
- Obtain a copy of their personal information (“Portability”);
- Opt-out of the processing of personal information for targeted advertising;
- Opt-out of the processing of personal information for profiling in furtherance of decisions that produce legal or similarly significant effects concerning the consumer (we do not); and
- Opt-out of the “sale” of personal information:
 - We do not “sell” personal information as defined under Virginia law.
 - We may “sell” personal information as defined under Colorado law.

Exercising Access, Correction, Deletion and Portability Rights

If you are a Virginia resident and you would like to exercise any of these rights, or to submit an appeal of any decision with regard to your privacy rights, you can submit your request [here](#).

If you are a Colorado resident and would like to exercise any of these rights, or to submit an appeal of any decision with regard to your privacy rights, you can submit your request by through the following methods: 714-596-9960, or clicking [here](#).

Please note that we will only respond to authenticated requests and we may ask that you provide clarifying or identifying information to verify your request. Any information gathered as part of the verification process will be used for verification purposes only.

Exercising Opt-Out Rights

You may opt out of the processing of your personal information for purposes of targeted advertising, certain profiling, or the sale of your personal information (as such term is defined under Virginia or Colorado law) , by calling 714-596-9960, or through the following [here](#) to *opt-out*. Please note that we do not “sell” personal information as that terms is generally defined, but we may exchange your personal information for other valuable consideration, which could be considered a “sale” under certain state laws.

This Privacy Policy is available in alternative formats upon request. If you have any questions concerning this privacy policy, including to request this Privacy Policy in an alternative format, please contact us by email at info@lazydogrestaurants.com. Please include the words “Privacy Policy” in the Subject line.

Contact Us

You can also contact us in writing at:

Lazy Dog Restaurants

Attention: Compliance
3337 Susan St, Suite 100
Costa Mesa, CA 92626
compliance@lazydogrestaurants.com