

## Sushi Garden Privacy and Cookie Policy

Thank you for reviewing the Sushi Garden Privacy and Cookie Policy. The Sushi Garden Company and its family of companies are sensitive to the confidentiality in online interactions and are committed to protecting individual privacy. This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### Types of information we may collect?

- We collect information from you when you register on the site, place an order, enter a contest or sweepstakes, respond to a survey or communication such as e-mail, or participate in another site feature.
- When ordering or registering, we may ask you for your name, e-mail address, mailing address, phone number, credit card information or other information. You may, however, visit our site anonymously.
- We also collect information about gift recipients so that we can fulfill the gift purchase. The information we collect about gift recipients is not used for marketing purposes.
- Like many websites, we use "cookies" to enhance your experience and gather information about visitors and visits to our websites. Please refer to the "Do we use 'cookies'?" section below for information about cookies and how we use them.

### How do we use your information?

We may use the information we collect from you when you register, purchase products, enter a contest or promotion, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a contest, promotion, survey or other site feature.
- If you have opted-in to receive our e-mail newsletter, we may send you periodic e-mails. If you would no longer like to receive promotional e-mail from us, please refer to the "How can you opt-out, remove or modify information you have provided to us?" section below. If you have not opted-in to receive e-mail newsletters, you will not receive these e-mails. Visitors who register or participate in other site features such as marketing programs and 'members-only' content will be given a choice whether they would like to be on our e-mail list and receive e-mail communications from us.

### How do we protect visitor information?

We implement a variety of security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. When you place orders or access your personal information, we offer the use of a secure server. All sensitive/credit information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be only accessed as stated above.

### Do we use "cookies"?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Netscape Navigator or Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won't have access to many features that make your site experience more efficient and some of our services will not function properly. However, you can still place orders over the telephone by contacting customer service.

#### **Do we disclose the information we collect to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice, except as described below. The term "outside parties" does not include Sushi Garden. It also does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

#### **How can you opt-out, remove or modify information you have provided to us?**

If at any time you would like to unsubscribe from receiving future emails, you can email us and we will promptly remove you from ALL correspondence.

To modify your e-mail subscriptions, please let us know by modifying your preferences in the "My Account" section. Please note that due to email production schedules you may receive any emails already in production.

To delete all of your online account information from our database, sign into the "My Account" section of our site and remove your shipping addresses, billing addresses & payment information. Please note that we may maintain information about an individual sales transaction in order to service that transaction and for record keeping.

#### **Collection of geo-location information**

We may collect information about your location when you access the Services from a mobile device or through any of our mobile applications. If you do not enable the service to use your location information or if the app does not have that feature, we will not collect or store your location information. You can turn off such data collection at any time by accessing the privacy setting of your mobile device and/or through the settings in the applicable mobile application.

#### **Information collected from social networks and platforms**

You also can engage with our content, such as video, games, applications, and other offerings, on or through third-party platforms and social networking sites, such as Facebook® or Twitter®, or other third-party social media plug-ins and applications. When you engage with our content on or through third party social networking sites, plug-ins or applications, we may collect information from your social media profile such as your user ID or user name associated with that social media service, any information or content you have permitted the social media service to share with us, such as your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you access the Services through social media services, you are authorizing us to collect, store, and use such information and content in accordance with this Privacy Policy.

Through some social networking sites' privacy settings, you can control what information you share. For a description on how social networking sites handle your information, please refer to their privacy policies and terms of use.

#### **Children Under 13**

We do not knowingly collect personally identifiable information from children younger than 13 years of age. Before registering for an account to use the Services, we ask that all minors thirteen years old and older to have their parents read our Privacy Policy.

#### **Online Tracking and Advertising**

We and certain service providers operating on our behalf collect information about your activity, or activity on devices associated with you, on our sites and applications using tracking technologies such as cookies, Flash cookies and Web beacons. Definitions for the tracking technologies listed, as well as information regarding how to disable them, are available below. This tracking data is used for many purposes including, for example, to:

Provide useful features to simplify your experience when you return to our sites and applications; for example, remembering your shipping information for future purchases

Deliver relevant content based on your preferences, usage patterns and location

Monitor and evaluate the use and operation of our sites and applications

Analyze traffic on our sites and/or on the sites of third parties

We may associate this tracking data with your registration account, in which case we will treat it as personal information.

Service providers that collect tracking data on our behalf may provide an opportunity for you to choose not to be tracked online.

Advertisers and third parties also may collect information about your activity on our site(s) and applications, on devices associated with you, and on third-party sites and applications using tracking technologies. Tracking data collected by these advertisers and third parties is used to decide which ads you see both on our sites and applications and on third-party sites and applications, but does not identify you personally and is not associated with your registration account. You may choose not to receive targeted advertising from many ad networks, data exchanges, marketing analytics and other service providers. You may also choose to control targeted advertising you receive within applications by using your mobile device settings (for example, by re-setting your device's advertising identifier and/or opting out of interest based ads). We adhere to the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising.

### **Online Tracking Technologies**

Cookies are pieces of information that websites place on the hard drives of computers when you visit a website. Cookies may involve the transmission of information from us to you and from you directly to us, to another party on our behalf, or to another party in accordance with its privacy policy. We may use cookies to bring together information we collect about you. This information only used in our advertising efforts and to assist with improving a user's website experience. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off cookies. You do this through your browser settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies.

### **Third party links**

In an attempt to provide you with increased value, we may include third party links on our site. These linked sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these linked sites (including if a specific link does not work).

### **Changes to our policy**

If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change. **This policy was last modified on 9/15/17.**

### **Questions and feedback**

We welcome your questions, comments, and concerns about privacy. Please send us any and all feedback pertaining to privacy, or any other issue.

### **Online Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website.

### **Your consent**

By using our site, you consent to our privacy policy.