

# Plater's Privacy Policy

Last modified: August 25, 2023

## Introduction

At Plater, Inc. ("**Plater**," "we," or "us") your privacy is of the utmost importance. We respect your privacy and are committed to protecting it through our compliance with this policy. We DO NOT sell your personal information and use it only for the business purposes described herein. As further described herein, we collect only the personal information necessary to provide you with the Services and only share your personal information as necessary to deliver the Services including fulfilling your Orders and responding to inquiries, disputes, and customer service matters. Any terms defined in our [Terms of Service](#), have the same meaning when used in this Policy.

This policy describes:

- The types of information we may collect from you or that you may provide when you visit our website [www.plater.com](http://www.plater.com) (our "Website");
- The types of information we may collect or that you may provide when you download, install, register with, access, or use our mobile application, the Plater App; and
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect: (i) on the Website; (ii) through the Plater App; (iii) in email, text, and other electronic messages between you and Plater; and (iv) when you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this Policy, our Website, or our social media accounts.

This policy does not apply to information collected by: (i) Plater offline or through any other means, including on any other website operated by us or any third party, including social media platforms; (ii) any third party, including Restaurant websites/applications accessed through the Platform and through any application or content (including advertising) that may link to or be accessible from or through the Platform; or (iii) that you provide to or is collected by any third party (see Third-Party Information Collection). These other third parties have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use Plater App and do not use the Website. By downloading, registering with, or using this Plater App, or by accessing or using the Website, you agree to this Privacy Policy. This Policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of the Platform or Services after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

## Children Under the Age of 16

Our Website and the App is not intended for children under 16 years of age. No one under age 16 may provide any personal information and is not authorized to use our Platform or Services. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on Platform, do not download the Plater App, register an account, do not use the Services, and do not provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [legal@plater.com](mailto:legal@plater.com). California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see Your State Privacy Rights below for more information.

## Information We Collect and How We Collect It

We collect information from and about users of the Plater App directly from you when you provide it to us and automatically when you use the Plater App. We collect information from and about users of our Website directly from you when you provide it to us and automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, device information and information collected through cookies, web beacons, and other tracking technologies.

### *Information You Provide to Us*

When you download, register with, or use the Plater App, or engage with our Website, we may ask you provide information by which you may be personally identified, such as name, billing address, delivery address, email address, and telephone number ("personal information") as well as information that is about you but individually does not identify you, such as allergies, preferences, and geographic data for presenting delivery options and facilitating delivery of your Orders.

When you download, register with, or use the Plater App, or engage with our Website, we may collect information about your internet connection, the equipment or mobile device you use to access our Website or the Plater App, and usage details.

The information we collect on or through the App and Website may include:

- Information that you provide by registering or updating an account in the Plater App, submitting an Order, posting User Content, or by submitting a request or form through

the Website. We may also ask you for information when you report a problem with the Plater App;

- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us;
- Your responses to surveys that we might ask you to complete for research purposes;
- Your search queries on the Plater App; and
- Details of transactions you carry out through the Plater App and of the fulfillment of your Orders. You will be required to provide financial information before placing an order through the Plater App portions of which, as described below, are transmitted to the Restaurant, our Delivery Partners, and payment processor.

You may also provide information for publication or display, User Content, on public areas of Plater App including reviews, ratings, or other posts about your experiences. Your User Content is posted and transmitted to others at your own risk. Although you may set certain privacy settings for such information in the Plater App, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of third parties with whom you may choose to share your User Content or the actions of other users of the Platform. Therefore, we cannot and do not guarantee that your User Content will not be viewed by unauthorized persons.

### *Automatic Information Collection and Tracking & Do Not Track Disclosure*

When you download, access, and use the Plater App, it may use technology to automatically collect:

- **Usage Details.** When you access and use the Plater App, we may automatically collect certain details of your access to and use of the Plater App, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the Plater App. When you interact with the Website, we may automatically collect details of your visits to our Website, including traffic data, logs, and other communication data and the resources that you access and use on the Website.
- **Device Information.** When you access and use the Plater App, we may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number. When you interact with the Website, we may collect information about your computer and internet connection, including your IP address, operating system, and browser type.
- **Stored Information and Files.** The Plater App also may access metadata and other information associated with other files stored on your device. With your consent, this may include, for example, photographs, audio and video clips.

- **Location Information.** The Plater App collects real-time information about the location of your device. This is used solely for the purpose of identifying available restaurant delivery options and assisting our Delivery Partners with delivering Orders you place.

We DO NOT use technology to collect information about your activities across third-party websites, other applications or other online services (“**Behavioral Tracking**”). Nonetheless, you are advised that the Website DOES NOT respond to browser signals.

**If you do not want us to collect this information do not download the App or delete it from your device and do not access our Website.** For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information below. Note, however, that opting out of the Plater App's collection of location information will disable its location-based features and may prevent you from placing Orders.

The information we collect automatically through the Website is only statistical data and does not include personal information. It helps us to improve our Website and to deliver a better service, including by enabling us to estimate our audience size and usage patterns.

The information we collect automatically from the Plater App, including location data, may be associated with personal information and also used for the purpose of facilitating your ordering options and delivery of your Orders.

The technologies we use for automatic information collection may include:

- **Browser Cookies.** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of the Plater App, the Website, and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain content and verifying system and server integrity).
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see *Choices About How We Use and Disclose Your Information*.

### *Third-Party Information Collection*

When you use the Plater App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include: analytics companies we contract with for our internal business purposes only, your mobile device manufacturer, your mobile service provider, and Restaurant websites accessed through the Plater App. We do not use or allow automatic information collection by advertisers, ad networks, or ad servers.

Nonetheless, the Platform may contain links to third-party websites which may use tracking technologies to collect information about you subject to their respective terms and privacy policies.

### How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Present our Website and its contents to you;
- Provide you with the Plater App and the Services;
- Provide you with information, products, or services that you request from us or through the Plater App including the placement and fulfilment of Orders;
- Fulfill any other purpose for which you provide it;
- Give you notices about your account;
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- Notify you when Plater App updates are available, and of changes to any products or services we offer or provide through it;
- Notify you about changes to our Website, and our terms and policies applicable to the Platform or Services;
- Allow you to participate in interactive features of the Plater App; and
- In any other way we may describe when you provide the information.

We use location information we collect through the App solely for the purpose of identifying available Restaurant delivery options and assisting our Delivery Partners with delivering your Orders.

We may also use your information to present information to you in the Plater App about our Services, for instance featuring Restaurants you may be interested in. For more information, see [Your Choices About Our Collection, Use, and Disclosure of Your Information](#).

### Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

We may disclose personal information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business including Restaurants from which you order and our Delivery Partners;
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Platform users is among the assets transferred;
- To fulfill the purpose for which you provide it (for example (i) if you give us an email address to use the "email a friend" feature of our Website or App, we will transmit the contents of that email and your email address to the recipients; (ii) to restaurant and delivery partners for receipts, confirmations, and updates);
- For any other purpose disclosed by us when you provide the information;
- With your consent;
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To enforce our rights arising from any contracts entered into between you and us, including the [Terms of Service](#) and [Mobile Application End User License Agreement](#) and for billing and collection; and
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of us, our delivery partners, restaurants interacted with through our App, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **App Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. You can choose whether or not to allow the Plater App to collect information through other tracking technologies through the device's privacy settings. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Plater App may then be inaccessible or not function properly.

- **Website Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Location Information.** You can choose whether or not to allow the Plater App to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information, some parts of the App may become inaccessible or not function properly.

We DO NOT deliver third-party advertisements on our Website or in the Plater App. Featured Restaurants may be presented in the Plater App based upon your Order history, location, or other factors which are not related to your personal information.

We DO NOT send promotional emails or deliver advertisements unless you have specifically opted-in to receive promotional emails through a sign-up link on the Platform. Email addresses provided when placing Orders are not collected and retained by us for any purpose other than fulfilling your Order.

We DO NOT disclose your information for third-party advertising and marketing.

### Accessing and Correcting Your Personal Information

You can review and change some of your personal information in the Plater App, for instance the data you have provided when creating an account. For all other information, you may send us an email at [legal@plater.com](mailto:legal@plater.com) to request access to, correct, or delete any personal information that you have provided to us. We may not be able to delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement, cause the information to be incorrect, or for reasons set forth in our [Terms of Service](#).

If you delete your User Content from the App, copies of your User Content may remain viewable in cached and archived pages, or might have been copied or stored by other App users. Proper access and use of information provided on the Plater App, including User Content, is governed by our [Terms of Service](#) and [Mobile Application End User License Agreement](#).

Although our Platform and Services are targeted to persons located in our service area which is currently only New York, residents of certain states, such as California, Nevada, Colorado, Connecticut, Virginia, and Utah may have additional personal information rights and choices. Please see Your State Privacy Rights for more information.

### Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

To learn more about California residents' privacy rights, visit [California Privacy Supplement](#).

Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to: confirm whether we process their personal information; access and delete certain personal information; data portability; and opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to correct inaccuracies in their personal information, taking into account the information's nature processing purpose and opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please send an email stating your request to [legal@plater.com](mailto:legal@plater.com). To appeal a decision regarding a consumer rights request please send an email stating your request to [legal@plater.com](mailto:legal@plater.com) along with your mailing address in order for us to provide requests for any additional information or to initiate the dispute resolution procedures provided in our [Terms of Service](#) and [Mobile Application End User License Agreement](#).

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request by email to [legal@plater.com](mailto:legal@plater.com). However, please know we do not currently sell data triggering that statute's opt-out requirements.

## Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on secure servers behind firewalls. We do not collect or store payment method information, rather this is processed through Stripe and each Restaurant's individual payment processing system.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Plater App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas such as by posting User Content as this may be viewed by any user of the Plater App.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Plater App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

## Changes to Our Privacy Policy



We may update this Privacy Policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated. In addition, if you are a Plater App user, we may notify you through the Plater App the first time you use the Plater App after we make the change.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting this privacy policy to check for any changes.

### Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

**Email:** [legal@plater.com](mailto:legal@plater.com)

**Postal Address:** Plater, Inc., 251 Little Falls Dr Wilmington, DE 19808

To register a complaint or concern, please see the dispute resolution procedures contained in our Terms of Service available at [plater.com](http://plater.com).