



## ONLINE PRIVACY POLICY AGREEMENT

PIZZA STUDIO, Inc., (“PIZZA STUDIO,” “we,” “us,” or “our”), is committed to keeping our users’ (“you” or “your”) personal information accurate, confidential, secure and private. Our Privacy Policy explains our practices, defines our users’ privacy options and describes how your information is collected and used by PIZZA STUDIO.

This Privacy Policy, along with our Terms of Use governs your use of the PIZZA STUDIO website at [www.pizzastudio.com](http://www.pizzastudio.com) (“Site”), our mobile application, and any information we may access through social media platforms such as Facebook, Twitter or Instagram. For the purposes of this Privacy Policy, we will refer to all of these access points as the PIZZA STUDIO system (“System”).

**By using the PIZZA STUDIO website or any of our applications, products, services, features, tools, or resources, you agree to the terms of this Privacy Policy and our Terms of Use.**

### COLLECTION OF INFORMATION

We collect various types of information from you on our System. Information we collect is voluntarily provided by you and may include information such as your name, address, email address, billing and/or credit card information. We may also collect general information about your technology interface or preferences (such as the type of browser used or the files requested). Additionally, we may collect information regarding the websites you visit and other information, as described in this Privacy Policy.

The information we collect may include, but may not be limited to:

- Your contact information to receive surveys, membership forms, and other company related updates, promotions and materials from us, such as your first name, last name, phone number, and email address;
- Your contact information and billing and/or credit card which may be used when you purchase products and/or services from us;
- Your transaction history relating to the use of our products and services; Information regarding your browser and other technical specifications required to use our Site;
- Computer data or files, often called “cookies,” which may be sent by your web browser and stored on an individual computer to allow our server to “recognize” you through the navigation of the Site;
- Computer data files, often called “web beacons” that are collected from emails or links on third-party sites that allow our server to evaluate the popularity of those links or the information contained in emails or on third-party sites;
- Your IP address to measure our website traffic and to help provide a more personalized experience; and

- Anonymous demographic information, such as age, gender, household income, political affiliation, race and religion for re-marketing.
- PIZZA STUDIO uses Google's Universal Analytics tracking on our site. Learn more about [how Google handles your data](#).

## USE OF INFORMATION COLLECTED

PIZZA STUDIO may make use of personal information to assist in the operation of our System and to ensure delivery of the products and services you need and request. We use personal information about our users for a variety of purposes related to our business, including but not limited to:

- Allowing you to receive information from us regarding PIZZA STUDIO products or services;
- Requesting that you complete surveys and/or research questionnaires related to your opinion of our current or potential future services;
- Tracking information about your visits to our Site or use of the System to allow us to provide better service;
- Using certain online preferences in the aggregate across all users to evaluate the System and develop additional products and services to offer;
- Sending or initiating direct marketing programs, such as newsletters or information about new products or services we are offering;
- Contacting you regarding an inquiry on the System that you have initiated;
- Using content from social media platforms where you discuss our products or use a hashtag related to our products;
- Providing information about your usage or preferences to our third-party vendors and providers; and
- Other purposes necessary to carry out our obligations under this Privacy Policy or our Terms of Use.

## SHARING OF INFORMATION COLLECTED

We may share information, in the aggregate, regarding your online browsing preferences to evaluate our products and services or allow third parties we work with to better serve our users.

PIZZA STUDIO may disclose your personal information, without prior notice to you, only if we, in good faith, believe disclosure is appropriate to comply with the law, an administrative investigation or inquiry, or a court order or a subpoena. We may also share personal information to prevent or investigate a possible crime, such as fraud or identity theft, to enforce a contract, or to protect our own rights or property or the rights, property or safety of our users or others.

We will not share personally identifiable information other than described in this Privacy Policy.

## BUSINESS TRANSFERS

We may also disclose your information to a third party as part of reorganization or a sale of the assets of PIZZA STUDIO, or its franchisees, subsidiaries or divisions. Any third party to which PIZZA STUDIO transfers or sells the System or related assets will have the right to continue to use the personal and other information that you provide to us.

## BEHAVIORAL ADVERTISING

We may also use third-party vendors, such as Google Analytics, to advertise to our users online. These third-party vendors may display PIZZA STUDIO product advertisements on other websites based on your internet usage. More specifically, these vendors use first-party cookies (such as the Google Analytic cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to the Site or another site affiliated with PIZZA STUDIO products or services. Any information that these third parties collect via cookies is not linked to any personally identifiable information (name, address, email address, or phone number) we collect or you provide on the website. You can opt-out of Google Analytics for Display Advertising by using Google's Ads Settings.

## CHILDREN UNDER THE AGE OF 13

PIZZA STUDIO does not knowingly collect personally identifiable information from children under the age of thirteen (13). If it is determined that such information has been inadvertently collected from anyone under the age of thirteen (13), we shall immediately take the necessary steps to ensure that such information is deleted from our System's database.

## HOW TO UNSUBSCRIBE OR OPT-OUT

By providing information to us or using our System, you are consenting to our use of your information as outlined in this Privacy Policy. While we work hard to use and disclose your personal information only for the purposes outlined in this Privacy Policy, you can choose not to provide personal information or limit the personal information obtained by us as follows:

- You have the option to discontinue receiving communication from us and/or reserve the right to discontinue receiving communications by way of email or newsletters. To discontinue or unsubscribe please send an email stating that you wish to unsubscribe to [info@pizzastudio.com](mailto:info@pizzastudio.com). If you wish to unsubscribe or opt-out from any third party websites, you must go to that specific website to unsubscribe and/or opt-out.
- You may limit the collection of "cookies" through your browser settings. However, this may disable our ability to provide you with the most relevant products or information regarding the System.
- You may limit the ability of Google Analytics to track your online activity, as outlined in the "Behavioral Advertising" section.

## LINKS TO OTHER WEB SITES

Our Site contains links to affiliates and other websites. These websites may have privacy policies different than our Privacy Policy. PIZZA STUDIO does not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. Therefore, we encourage all users to read the privacy statements of each and every website that collects personally identifiable information. This Privacy Policy applies only and solely to the information collected by our Site and System.

Our Site also contains certain social media icons or widgets. Although you can view the material we have linked to, you may have to create an individual account or register to use these third-party social media sites to use interactive features. Any interaction on social media websites is governed by the terms of use and privacy policy of the particular platform.

## CHANGES TO PRIVACY POLICY

PIZZA STUDIO reserves the right to update and/or change the terms of this Privacy Policy, and as such we will post those change to our website at [www.pizzastudio.com](http://www.pizzastudio.com) so that our you are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose such information. Your continued use of the System constitutes your agreement to our then-current Privacy Policy.

If at any point in time PIZZA STUDIO decides to make use of any personally identifiable information on file in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner.

## YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code § 1798.83 permits users that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us using the information below.

## HOW TO CONTACT US

If you have any questions or concerns regarding this Privacy Policy or the System, please contact us at the following email, telephone number or mailing address:

**Email:** [info@pizzastudio.com](mailto:info@pizzastudio.com)

**Telephone Number:** 818-224-5250

**Mailing Address:**

Pizza Studio

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Woodland Hills, CA 91364