



## PRIVACY POLICY

[www.taco-bell.ro](http://www.taco-bell.ro) and [comanda.taco-bell.ro](http://comanda.taco-bell.ro)

**Date of the last update: 19 August 2021**

### **Preamble**

This Privacy Policy targets the customers of the TACO BELL® websites: [www.taco-bell.ro](http://www.taco-bell.ro) and [comanda.taco-bell.ro](http://comanda.taco-bell.ro) (the “Websites”) and the users of our online services, the visitors of the Websites, respectively. The provisions of this Policy shall be construed together with the provisions of the Data Protection Policy, applicable to the data processed via the Websites, as well as with the provisions set forth in the Terms and Conditions (available for consultation on the Websites).

TACO BELL® strives to ensure the protection of the privacy of your personal data when you use our services. In this regard, we have a policy meant to establish both how your personal data shall be processed and how such data shall be protected. Any changes made to this Privacy Policy may be found by visiting our Websites.

The company TACO BELL®, namely CALIFORNIA FRESH FLAVORS SRL is a personal data controller. If you have questions about the information contained on this website or if you want information concerning the processing of the personal data by our company, you may contact us at the following address in Bucharest, 239 Calea Dorobanților, 2<sup>nd</sup> floor, Sector 1, Bucharest, telephone: 021.20117.57, fax: 021.201.17.59, e-mail: [contact@taco-bell.ro](mailto:contact@taco-bell.ro), as well as at [protectiadatelor@taco-bell.ro](mailto:protectiadatelor@taco-bell.ro).

### **The purpose of the use of your personal data**

By providing your personal data, you expressly and unequivocally agree for TACO BELL® to use the data collected for the following purposes:

- (i) to take over and respond to your complaints and/or suggestions accordingly, in which case we shall need, for example, your name, mobile phone number, e-mail address;
- (ii) to send you marketing offers, such as newsletters, in which case we shall need, for example, your e-mail address and name;
- (iii) to notify the winners of online campaigns, in which case we shall need, for example, your e-mail address, name, home address and landline/mobile phone number.
- (iv) to contact you following the filling in of the recruitment form available on the Website, in which case we shall need, for example, your name, phone number, e-mail address and the municipality;
- (v) to contact you following the filling in the contact form available on the Website, in which case we shall need, for example, your surname, first name(s), phone number, e-mail address.



- (vi) to contact you after an order is placed to manage its details, if applicable, in which case we shall need, for example, the surname, first name(s), phone number, e-mail address.

Your data shall only be kept for as long as is necessary in order to meet the purposes for which it was collected or as required by law, following that the personal data shall be deleted or transformed into anonymous data, unless there is a mandatory legal provision to keep them.

### **Your rights**

According to the provisions of Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, (the "GDPR"), the natural persons concerned by the processing of personal data benefit from the following general rights:

- a) The right to be informed;
- b) The right of access;
- c) The right to rectification;
- d) The right to erasure;
- e) The right to restrict processing;
- f) The right to data portability;
- g) The right to object;
- h) Rights related to automated decision-making and profiling.

The right to be informed:

According to the law, you have the right to be provided at least with the following information, unless you already possess this information:

- (i) the identity of the controller and its representative, if applicable;
- (ii) the purpose of the data processing;
- (iii) additional information, such as: the recipients or the categories of data recipients; if the provision of all required data is mandatory and the consequences of the refusal to provide them; the existence of the rights arising from the GDPR, for the data subject, in particular of the right of access, to interfere with data and to object, as well as the conditions under which they may be exercised;
- (iv) any other information whose provision is required by the Supervisory Authority, taking into account the nature of the processing.



The right of data access:

As a data subject, you have the right to obtain from TACO BELL®, upon request and free of charge, the confirmation that the data concerning you are processed or not by TACO BELL®.

In the event that TACO BELL® processes personal data concerning you, we shall provide you with at least the following information:

- (i) information on the purpose of the processing, the categories of data considered and the recipients or categories of recipients to whom the data is disclosed;
- (ii) the communication in an intelligible form of the data covered by the processing, as well as of any available information concerning to the origin of the data;
- (iii) information on the principles of operation of the mechanism by which any automatic processing of the data concerning you is carried out;
- (iv) information regarding the right to request the rectification or erasure of the personal data or the restriction of the takeover of the personal data or the right to object to the processing;
- (v) the right to file a complaint with the Supervisory Authority, as well as to address the court for an appeal against the decisions of the controller.

The right to interfere with the data:

If your personal data are either incomplete or inaccurate, you are entitled to request from TACO BELL® the following:

- (i) the rectification, update, blocking or erasure of such data;
- (ii) the transformation into anonymous data;
- (iii) the notification to third parties to whom the data of any of the operations referred to in the above section have been disclosed, under the conditions of the GDPR.

The right to object:

You may, at any time, free of charge and without any justification, withdraw your expressed consent on the use by TACO BELL® of the personal data for direct marketing purposes (i.e. sending newsletters).

In order to obtain this information in writing from TACO BELL®, based on the requests highlighted above, you may contact us at the following e-mail address: [contact@taco-bell.ro](mailto:contact@taco-bell.ro), [protectiadatelor@taco-bell.ro](mailto:protectiadatelor@taco-bell.ro).



The right to portability:

You have the right to receive information concerning your personal data communicated to TACO BELL<sup>®</sup>, in a structured, commonly used, and machine-readable format. You also have the right to have your personal data sent to another controller, if:

- a) the processing is based on consent pursuant to art. 6(1)(a) of the GDPR or of art. 9(2)(a) or on a contract pursuant to art. 6(1)(b);
- b) the processing is carried out by automatic means.

In exercising his/her right to data portability based on the above, the data subject has the right to have the personal data sent directly from one controller to another where this is technically feasible.

The right not to be subject to an individual decision:

You may request and obtain the withdrawal or annulment of any decision which has legal effects against you, as well as the reassessment of any decision taken regarding you and which significantly affects you, if it has been adopted solely based on the processing of personal data.

The right to address the court:

If you consider that you have been harmed or that your rights have been infringed by law, as a result of the processing of personal data, without prejudice to the possibility to file a complaint with the Supervisory Authority, you have the right to address the competent courts in order to defend your rights and/or to cover the damages, as appropriate.

The legal grounds for the processing of your personal data:

- a) The performance of the contracts concluded with the TACO BELL<sup>®</sup> partners;
- b) Your consent;
- c) Legal obligations;

TACO BELL<sup>®</sup> shall inform you prior to the processing of your personal data for purposes other than those for which you disclosed your personal data to us.

The persons empowered by TACO BELL<sup>®</sup> with the processing of the personal data.

TACO BELL<sup>®</sup> may use empowered persons for the processing of the personal data such as IT solution providers, Payments, Marketing, Human Resources, as well as other area of activity necessary for business management.

TACO BELL<sup>®</sup> shall conclude agreements for the processing of personal data with all persons empowered with the processing of the personal data, to ensure the undertaking and compliance with the obligations to process the personal data (including the obligation to erase them) in full accordance with the applicable laws, as well as the fact that it provides appropriate protection to your personal data.



The access to data

TACO BELL® shall not transfer, sell or exchange your data with third parties for marketing purposes.

The security of your data

TACO BELL® has taken technical and organisational measures in order to ensure an appropriate level of protection and security within the context of the operations carried out on the personal data by limiting the unauthorised access or against the loss or unauthorised handling of the data. In addition, in line with the evolution of the information technology, we are constantly working to adapt the security measures.

### **About “cookies”**

Our websites use “cookies”.

The information provided below is meant to inform the user/visitor about the placement, use and management of the “cookies” used by the Websites, for this reason, we ask you to read them carefully. If the information below is not satisfactory, you may contact us using the following e-mail address: [contact@taco-bell.ro](mailto:contact@taco-bell.ro).

Our websites use “cookies” to collect information such as the type of browser and the operating system, the page source, the name of the domain from which the visitor/user logged in to the Websites, in order to understand how visitors use our websites.

“Cookies” play an important role in facilitating access to and delivery of multiple services that the user enjoys by browsing the Internet, such as:

- (i) customising certain settings such as: the language in which a website is viewed, the currency in which certain prices or rates are expressed, keeping options for various products in the shopping cart (and storing these options);
- (ii) “cookies” provide website owners with important feedback on how their websites are used by users, so that they may make them more efficient and accessible to users;
- (iii) improve the efficiency of online advertising.

### **What is a “cookie”?**

An “Internet Cookie” (also known as “browser cookie”, “HTTP cookie” or “cookie”) is a small file, consisting of letters and numbers, that shall be stored on your computer, mobile terminal or other equipment from which the Internet is accessed. The “cookie” is installed by the request issued by a web server to a browser (i.e.: Internet Explorer, Chrome) and is completely “passive” (in the meaning that it does not contain software, viruses or spyware and cannot access the information on your hard drive as a user).

“Cookies” themselves do not require personal information in order to be processed in any way, and in most cases do not personally identify Internet users.



### **Types of “cookies”**

- (i) Session “cookies”: they are temporarily stored in the cookies folder of the web browser so that it may store them until the user leaves said website or closes the browser window (i.e. when logging in/logging out of a webmail account or social networks);
- (ii) Permanent “cookies”: they are stored on the hard drive of a user’s computer or equipment. Permanent “cookies” also include those placed by a website other than the one the user is currently visiting – also known as “third-party cookies” – which may be used anonymously to store a user’s interests so that the relevant advertising is delivered for users.

### **What are the advantages of “cookies”?**

A “cookie” contains information that links a web browser (the user) to a specific web server (the website). If a browser accesses that web server again, it may read the information already stored and react accordingly (i.e. online privacy preferences, website language options, shopping carts or relevant advertising).

### **What is the lifespan of a “cookie”?**

“Cookies” are managed by web servers. The lifespan of a “cookie” may vary significantly, depending on the purpose for which it is placed. Some “cookies” are used exclusively for a single session (“session cookies”) and are no longer retained once the user has left the website, other “cookies” are kept and reused each time the user returns to that website (“permanent cookies”). However, “cookies” may be deleted by a user at any time via the browser settings.

TACO BELL® shall keep your information only for as long as it is used to improve our business and to meet your preferences and to facilitate your navigation within the website, in accordance with the legislation in force.

We remind you that you have the right to request TACO BELL® at any time to have your data erased.

### **What are third-party cookies?**

Certain content sections on some websites may be provided through third parties. (i.e. an advertisement). These third-party websites are not under the control of TACO BELL® and are not covered by this Privacy Policy. If you access other websites using the links provided/suggested, the operators of these websites may collect your personal data. Please ensure that you agree to the Privacy Policy of these third parties before providing them with personal information.

TACO BELL® tries as much as possible to ensure that all these websites have similar measures for the protection of personal data, but we cannot be legally responsible for the activities or privacy policies of these third parties.

For what purposes are the “cookies” used by the website [www.taco-bell.ro](http://www.taco-bell.ro)?



TACO BELL® may use any of the following types of “cookies”:

- (i) Website performance “cookies”: for this purpose, your preferences as a visitor/user on this website are retained so that they no longer need to be set for each visit to the website (i.e. the video streaming speed that the browser is compatible with, the volume settings for the video player, etc.);
- (ii) visitors' analysis “cookies”: each time a user visits our website, the analytics software provided by a third party generates a user analysis cookie. Through this cookie we may identify if you have visited this website before. At the same time, the browser shall tell us if you have this cookie, and if not, one shall be generated for you. This way, it is possible to monitor the unique users who visit us and how often they do it.

If you are not registered on our website, this cookie cannot be used to identify individuals, as they are used exclusively for statistical purposes. If you are registered, we may identify the details you have provided to us (i.e. the e-mail address and surname; this data is subject to the privacy regime of the Privacy Policy, as well as to the provisions of the legislation in force regarding personal data protection).

- (iii) geotargeting “cookies”: these are used by a software that determines the country of origin of the visitor/user. This cookie is completely anonymous and is only used to target the content – even when you are on our Romanian website;
- (iv) registration “cookies”: at the time of registration on our website, a cookie is generated that notifies us if you are registered or not. Our servers use these cookies to indicate to us the account with which you are registered and if you have permission for a specific service. It also allows us to associate any comments you post on our website with your username.

If you have not selected “keep me registered”, this cookie shall be automatically deleted when you close your browser or computer;

- (v) advertising “cookies”: these allow us to find out whether or not you have viewed an online advertisement, what its type is, and how long it has been since you saw the advertising message. These cookies are also used to target online advertising.
- (vi) advertising providers’ “cookies”. Part of the advertising on this website belongs to third parties. Some of these third parties use their own anonymous cookies to analyse how many people have been exposed to an advertising message, or to see how many people have been exposed several times to the same advertising message.

Please note that third parties who generate these cookies have their own privacy policies.

We inform you that these “cookies” may come from third parties.



### **Other third-party cookies**

On some websites, third parties may set their own anonymous cookies, in order to track the success of an app, or to customise an app. Due to the use, our website cannot access these cookies, just as third parties cannot access the cookies held by our website.

### **Are “cookies” viruses?**

“Cookies” are not viruses! They use plain text formats; they are not made up of pieces of code. Thus, they cannot be duplicated or replicated on other networks to run or replicate again. Given that they cannot perform these functions, they cannot be considered viruses.

However, “cookies” may be used for negative purposes. Because they store information about the preferences and browsing history of visitors/users, both on a specific website and on several other websites, cookies may be used as a form of Spyware. Many anti-spyware products are aware of this and constantly mark cookies to be deleted during anti-virus/anti-spyware deletion/scanning procedures.

In general, browsers have integrated privacy settings that provide different levels of acceptance of cookies, the validity period and automatic erasure after the user has visited a specific website.

### **Can “cookies” be deleted?**

All modern browsers provide the ability to change the cookie settings. These settings are usually found in the “options” or in the “preferences” menu of the visitor’s/user’s browser.

In order to get an idea of these settings you may use the “help” option of the browser for more details.

- (i) cookie settings in Internet Explorer;
- (ii) cookie settings in Firefox;
- (iii) cookie settings in Chrome;
- (iv) cookie settings in Safari.