PRIVACY POLICY

I. THE PURPOSE OF PRIVACY POLICY

This Policy explains how we use and process your personal data in particular in connection with your use of our Websites/Mobile applications, including placing your orders through the Websites/Mobile applications and by telephone, creating and operating your user account, as well as addressing your queries, complaints and suggestions, including those related to marketing information directed to you. In the Policy, you will also find information on your rights resulting from our processing of your personal data and on how you can exercise them.

II. DEFINITIONS

Controller and/or We - AmRest Spółka z o.o. (limited liability company) with its registered seat in Wrocław, ul. Powstańców Śląskich 15-17, 53-332 Wrocław who operates following brands in Poland: KFC, Pizza Hut, TacoBell.

We would like to inform you that:

- in connection with Pizza Hut website/mobile application in some cases your personal data may also be processed by the AmRest Franchise Spółka z o.o. (limited liability company) who acts as a Franchisor or by a specific Franchisee. More information about the scope and rules of processing your personal data by the Franchisor and the Franchisee can be found in the point XIII below.

Personal data - information about a natural person identified or identifiable by one or more specific factors determining the physical, physiological, genetic, mental, economic, cultural or social identity, including device IP, location data, internet identifier and information collected via cookies and other similar technology.
Policy - this Privacy Policy.
GDPR - Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.
Website - a website run by the Controller at pizzahut.pl, kfc.pl, tacobell.pl.
User and/or You – a natural person, visiting a given Website or using one or more services (including Mobile applications) or functionalities described in the Policy, whose personal data We process for at least one purpose indicated in the Policy.
Mobile application – Pizza Hut, KFC mobile, instant communication and desktop applications developed by AmRest sp. z o.o.
Instant communication application – Pizza Hut, KFC applications, created by AmRest sp. z o.o. for instant messaging.
Franchisor - AmRest Franchise Spółka z o. o. with its registered seat in Wrocław, ul. Powstańców Śląskich 15-17, 53-332 Wrocław.
Franchisee - an entrepreneur who, on the basis of a franchise agreement concluded with the Franchisor, runs a restaurant or several restaurants under the Pizza Hut brand, belonging to the AmRest franchise network.

III. DATA PROCESSING IN CONNECTION WITH THE USE OF THE WEBSITE AND MOBILE APPLICATIONS

In connection with Your use of the Website/Mobile application, We collect data to the extent necessary to provide individual services offered, as well as information about your activity on these channels. The detailed rules and purposes of processing personal data collected are described below.

A. Using the Website/Mobile application

We will process following personal data when you will use the Website/Mobile application:

a) Technical Data- we may collect information about the device you use to access our Website/Mobile application, such as your device's IP address and operating system. Additionally, in the case of mobile

devices, your device type, and mobile device's unique advertising identifier. Some technical information about the browser you are using will also be collected.

b) Usage Data - this is data about your browsing activity on our Website/Mobile application e.g. information about the pages you visited and when, what items were clicked on a page, how much time was spent on a page, items You have added to the basket etc.;
c) Location Data - Following applies when You will consent on location data. This is precise information related to your geography derived from your device's IP address and/or localization functionality of Your device as well as manually entered details of Your address. This will reveal your precise geographic coordinates. This helps us to display ads that are relevant to your location e.g. if we'd like to show ads for people located in Poland only, or in order to show you the nearest restaurants locations;
d) Ad Data: This is data about the online ads We have served, or attempted to serve to you e.g. how many times specific ad has been served to You, what page the ad appeared on, advertising ID (Unique user ID assigned to a mobile device (smartphone, tablet computer), or operating environment, browsers, application, to advertising services personalizing their offers) etc.
e) User Data: following applies when You contact with Us in case of enquiry, complaint or suggestion via our Website's / Mobile application's contact form. We process Your name, surname, e-mail address and eventually any other personal information that You will freely provide to Us in the content of the communications.

Above personal data will be processed for the following purposes:

a) In order to provide services by electronic means in terms of sharing the Website's/Mobile's application content with users – in that case, the legal basis for the processing relates to the necessity of processing in order to perform the contract (Article 6(1)(b) of GDPR);
b) For analytical and statistical purposes – then the legal basis for the processing is our legitimate interest consisting in conducting analyzes of Your activity and preferences in order to improve the functionalities and services provided (Article 6(1)(b) of GDPR), in connection with Your consent to store and access to information collected on Your end device (so-called "cookie consent").
c) In order to handle enquiries, complaints or suggestions – in that case, the legal basis for the processing of the above-mentioned data is the necessity to perform the contract (Article 6(1)(b) of GDPR) or our legitimate interest consisting in the ability to provide you with a response (Article 6(1)(f) of GDPR).
d) if necessary, in order to potentially establish and assert claims or defend against claims – the legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in protecting his rights;
e) For the Controller's and other entities' marketing purposes, in particular related to the presentation of behavioral advertising – the rules of processing of personal data for marketing purposes are described in the MARKETING section below.
f) The users activity on the Website / Mobile application, including their personal data, is recorded in the system logs (a special computer software used to store a chronological record containing information about events and actions that relate to the IT system that is used to provide services by us. Information collected in the logs is processed primarily for the purpose of providing services. We also process it for technical and administrative purposes, to ensure the security of the IT system and its management, as well as for analytical and statistical purposes – in this case, the legal basis for the processing relates to the our legitimate interest (Article 6(1)(f) of GDPR).

B. Registration on the Website/Mobile applications

In addition to the personal data indicated in point A above, We will process following personal data when You would like to create an account:

- Name, email address and phone number

- Your additional data which can be provide by You in the My Account tab, such as your surname, picture - this data is voluntary, they are not necessary to create an account and can be deleted by You at any time.

Above personal data will be processed for the following purposes:

a) In order to maintain and operate the user's account on a given Website/Mobile application, according to the terms described in the regulations, the legal basis is the necessity to perform the contract concerning your account as well as to take actions upon your request (Article 6(1)(b) of GDPR), and in relation to the optional data – the legal basis for the processing relates to the consent (Article 6(1)(a) of GDPR);
b) for analytical and statistical purposes, then the legal basis for the processing consisting in conducting analyzes of your activity and preferences in order to improve the functionalities and services provided, is the consent (Article 6 (1) (a) of the GDPR) expressed by you via the cookie banner in accordance with point, V below;
c) if necessary, in order to potentially establish and assert claims or defend against claims –the legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in protecting his rights;
d) For the Controller's and other entities' marketing purposes, in particular related to the presentation of behavioral advertising – the rules of processing of personal data for marketing purposes are described in the MARKETING section below.

Registration on the Website/Mobile Applications using a Google, Apple or Facebook account

The User may also create an account or log in to the Website/mobile application using the authentication services offered by Google, Apple or Facebook.

In this case, in addition to the data indicated above, we may receive the following data from the selected authentication service provider:

- Name
- Surname,
- Email address
- The user ID assigned to the account in the service,
- A profile picture, if you share it as part of your profile.

The scope of data provided to the Administrator may vary depending on the selected authentication service provider and the privacy settings of the user account.

Personal data obtained in connection with logging in or registering using a Google, Apple or Facebook account will be processed:

a) in order to establish, maintain and operate a user account on a given Website/mobile application, in accordance with the terms and conditions described in the Terms and Conditions, the legal basis for processing is the necessity to perform the agreement concerning the user's account, as well as to take action at the user's request (Article 6(1)(b) of the GDPR);
b) in order to ensure the security of the login process, user identification and protection against unauthorized access to the user account, the legal basis for the processing is the legitimate interest of the Administrator (Article 6(1)(f) of the GDPR) consisting in ensuring the security of the services provided;
c) if it is necessary, in order to potentially establish and pursue claims or defend against claims, the legal basis for the processing is the legitimate interest of the Administrator (Article 6(1)(f) of the GDPR) consisting in the protection of its rights.

The Administrator does not receive access to the user's passwords to Google, Apple or Facebook accounts or to the content of other services provided by these providers, unless the user gives a separate consent to such access or it is necessary to provide a specific functionality of which the user has been informed in advance.

The use of the login function via Google, Apple or Facebook account is voluntary and is an alternative to creating an account using the registration form available on the Website/mobile application.

C. Placing orders

In addition to the personal data indicated in point A above, we will process following personal data when you would like to place an order through the Website/Mobile application:

a) Name, email address, phone number, delivery address, details of you order;
b) Other data provided by you in connection to the order (if applicable).

Above personal data will be processed for the following purposes:

a) to process your order, the legal basis for the processing is necessity to perform the contract and to take actions upon your request (Article 6(1)(b) of GDPR);
b) for analytical and statistical purposes, then the legal basis for the processing consisting in conducting analyzes of Users' activity and preferences in order to improve the functionalities and services provided, is the consent (Article 6 (1) (a) of the GDPR) expressed by you via the cookie banner in accordance with point, V below;
c) in order to comply with obligations imposed on us by the law, for example by the Accounting Act or tax regulations (e.g. issuing and storing invoices and accounting documents), we will be processing above personal data, as well as the user account data (if applicable). The legal basis is the legal obligation imposed on us (Article 6(1)(c) of GDPR);
d) For the Controller's and other entities' marketing purposes, in particular related to the presentation of behavioral advertising – the rules of processing of personal data for marketing purposes are described in the MARKETING section below.

In addition, We may process personal data relating to your order (including data provided in the enquiry, complaint or suggestion, if applicable), as well as user account data (if applicable) for the following purposes:

a) if necessary, in order to establish and assert claims and defend against claims, the legal basis is our legitimate interest consisting in the ability to establish and assert our claims or to defend against such claims (Article 6(1)(f) of GDPR).
b) in order to handle enquiries, complaints or suggestions, the legal basis for the processing of the above-mentioned data relates to the necessity to perform the contract (Article 6(1)(b) of GDPR) or our legitimate interest consisting in the ability to provide you with a response (Article 6(1)(f) of GDPR).
c) in order to examine your satisfaction and determine the quality of our services, the legal basis is our legitimate interest consisting in obtaining the relevant information in order to improve the quality of our products and services (Article 6(1)(f) of GDPR).

D. Marketing

We will processes your personal data in order to implement marketing activities, which may consist of:

a) displaying marketing content which is not adjusted to your preferences (contextual advertising);
b) displaying marketing content which is adjusted to your preferences (behavioral advertising);
c) carrying out other type of activities related to direct marketing of goods and services (such us sending commercial information by electronic means), including directing e-mail notifications about interesting offers or content that, in some cases may contain commercial information (newsletter service) as well as delivering push notifications.

Behavioural advertising

Analysis and creation of the profile for marketing purposes: In order to know your personal preferences and behaviors for the purpose of presenting you with information about products, novelties and promotions offered by us which, we consider, may be of interest to you and will be tailored to your needs, we will be creating your

customer's profile (profiling). In order to create it we or our trusted partners will be processing your personal data provided by you directly or resulting from your activities on the Website/Mobile application).

A list of our trusted partners, description of the tools they use, and links to their privacy policies is provided in point VI below.

The legal basis for the processing of the above-mentioned data is the legitimate interest consisting in our examining of your preferences and behaviors required to prepare and present you with information about our products, novelties and promotions which, we consider, may be of interest to you and will be tailored to your needs (profiling) as well as direct marketing of our products and services (Article 6(1)(f) of GDPR).

Marketing communication
We will be directing to you marketing messages about products, novelties and promotions offered through our communication channels (e.g. e-mail, SMS, WebPush, mobile push). The legal basis for the processing is the legitimate interest consisting in presenting you with information about our products, novelties and promotions which, we consider, may be of interest to you, as well as direct marketing of our products and services (Article 6(1)(f) of GDPR), in connection with Your consent to send you marketing information.

Social media
The Controller processes personal data of users visiting the Controller's social media profiles (e.g. Facebook, YouTube, Twitter, Instagram) or leaving information about the Controller's activity on other sites, e.g. Google opinions service. This data is processed exclusively in connection with running of the profile, as well as in order to:

a) inform users about the Controller's activity and promote various type of events, services and products. The legal basis for personal data processing by the Controller relates to the legitimate interest (Article 6(1)(f) of GDPR) consisting in the promotion of the own brand;
b) examine our Customers' satisfaction and determine the quality of our services. The legal basis for the processing of the above-mentioned data relates to our legitimate interest consisting in obtaining the relevant information in order to improve the quality of our products and services (Article 6(1)(f) of GDPR);
c) if necessary, in order to establish and assert claims and defend against claims, the legal basis is our legitimate interest consisting in the ability to establish and assert our claims or to defend against such claims (Article 6(1)(f) of GDPR).

In case of using our social media profiles, data may be transferred outside of the EEA. Further information on that subject you will find on our privacy notices available on the relevant social media profiles.

IV. COOKIES AND SIMILAR TECHNOLOGY

Cookies are small text files installed on the device of the User browsing the Website/Mobile application. Cookies collect information that facilitates the use of the above channels - e.g. by remembering the User's visits to the Website and the activities performed by the User. A detailed description of the cookies used is available in the cookie management tool (link available at the bottom part of the Website/Mobile application under 'Cookie Settings'). Below is a general description of the categories of these tools that we use:

a) ESSENTIAL COOKIES - the Controller uses the so-called necessary cookies primarily to provide the User with services provided electronically and to improve the quality of these services. Our use of essential cookies is necessary for the proper functioning of the Website/Mobile application. These files are installed in particular for the purpose of remembering login sessions or filling in forms, as well as for the purposes related to setting the privacy options.
b) ANALYTICAL COOKIES - analytical cookies make it possible to check the number of visits and traffic sources on our Website/Mobile application. They help us find out which pages are more and less popular and understand how users navigate the page. This allows us to study statistics and improve the performance of

our channels. The information these cookies collect is aggregated so it is not intended to identify you. If you do not allow these cookies, we will not know when you visited our Website/Mobile application;

c) FUNCTIONAL COOKIES - Functional cookies remember and adapt the Website/Mobile application to your choices, such as language preferences. You can set your browser to block or alert you to essential and functional cookies, however doing so will result in some parts of the channel not working properly.

d) MARKETING - ADVERTISING COOKIES - marketing and advertising cookies allow you to adjust the displayed advertising content to your interests, not only on the Website/Mobile application, but also outside it. They can be installed by advertising partners through our Website/Mobile application. Based on the information from these cookies and activity on other websites, your interest profile is built. Marketing and advertising cookies do not directly store your personal data, but identify your internet browser and hardware. If you do not allow these cookies, we will still be able to show you advertisements, but they will not be tailored to your preferences.

V. MANAGING COOKIES SETTINGS

The use of cookies to collect data through them, including access to data stored on the User's device, requires your consent. The Website/Mobile application receives consent from the User via the cookie banner. This consent may be withdrawn at any time according to the rules described below. Consent is not required for the necessary cookies, the use of which is necessary to provide a telecommunications service on the Website/Mobile application (data transmission to display content). In addition, to consenting to the installation of cookies via the cookie banner, you should keep the appropriate browser settings, allowing you to store cookies from the Website/Mobile application on your end device.

Withdrawal of consent to the collection of cookies on the Website/Mobile application is possible via the cookie banner. You can return to the banner by clicking on the button called "Manage cookies", which is available on every subpage of the Website/Mobile application. After the banner is displayed, you can withdraw your consent by clicking the "Manage cookies" button. Then you should move the slider next to the selected cookie category and press the "Save settings and close" button.

Withdrawal of consent to the use of cookies is also possible through the browser settings.

Changing your browser settings may restrict the use of both essential and optional cookies. Please be advised, however, that this may significantly hinder or prevent the use of the Website/Mobile application.

Cookie Setting allows you also check the details of each cookie, including among others its name, duration, category and name of our Trusted Partner, where applicable.

VI. ANALYTICAL AND MARKETING TOOLS USED BY THE CONTROLLER

We and our Trusted Partners use various solutions and tools applied for analytical and marketing purposes. Our partners may use cookies and similar technologies to collect or receive information from our website and other places on the Internet and use it to provide services measurement and targeting of advertising.

Trusted Partners are e-commerce and advertising companies and media houses and similar organizations operating on their behalf, with whom We cooperate or which are recommended by international industry organizations, such as IAB (Interactive Advertising Bureau) organization. The list of Trusted Partners can be found here and in the cookie settings – the usage of cookie settings has been described in point V. above.

For every ours brands following social media solutions are applicable – Social media plugins the Websites use social media plugins (Facebook, LinkedIn, Twitter). Plugins allow the user to share content published on the Website in the

selected social network. The use of plugins on the Website allows a given social network to receive information about the user's activity of the Website, which can be assigned to the user's profile created in a given social network. The Controller does not have the knowledge about own purposes and scope of data collection by social networks.

VII. PURPOSES AND LEGAL BASES OF OTHER PROCESSING CASES

ELECTRONIC AND TRADITIONAL CORRESPONDENCE

If case of contacting the Controller through an electronic (example: e-mail, instant messaging) or traditional correspondence that is not related to the services provided on behalf of the sender or for another contract concluded with him, the personal data contained in this correspondence is processed only for the purpose of communication and resolving the matter to which the correspondence relates. The legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in conducting correspondence directed to him in relation to his business activity.

The Controller only processes personal data relevant to the case, to which the correspondence relates. The entire correspondence is stored in a manner that ensures the security of the personal data (and other information) contained therein and is only disclosed to authorised persons.

TELEPHONE CONTACT

In case of contacting the Controller by phone, in matters not related to the concluded contract or rendered services, the Controller may request you to provide personal data only if it is necessary to handle the case related to the phone call. In that case, the legal basis relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in the necessity to solve the reported case related to his business activity.

VISUAL MONITORING

In order to ensure the safety of persons and property, the Controller uses visual monitoring on his premises and in the restaurants. Data collected in this way is not used for any other purpose. Personal data recorded in connection with the visual monitoring is processed for the purpose of ensuring the safety and order on the premises and potentially in order to defend against claims or their pursuit. The basis for the processing of personal data relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in ensuring the safety of the persons remaining inside the buildings and on the premises managed by the Controller, including ensuring the safety of employees and guests, as well as of Controller's property and protection of his rights.

DATA COLLECTION IN CONNECTION WITH PROVISION OF SERVICES OR PERFORMANCE OF OTHER CONTRACTS

In case of collecting data for the purposes related to the conclusion or execution of a particular contract, the Controller transfers to the person, whose data is concerned, detailed information regarding this data processing at the time of the conclusion of the contract. The legal basis for data processing relates to the conclusion or execution of the contract (Article 6(1)(b) of GDPR).

KIOSK ORDERS

If you place orders via the Kiosk (a service that allows you to order on touch panels located in our restaurants), you have the option to log in to your account through the functionality in the Mobile application. In this case, we will process personal data such as your name, email address, order details, place and time of placing your order and other data provided in connection with your order. The legal basis for data processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR) consisting in the possibility of presenting special offers available only to logged-in Users, enabling the addition of products to the "favorites" category and in connection with the legal basis for concluding or performing a contract (Article 6(1)(b) of the GDPR)."

NATURE OF PROCESSING

Personal data will be processed in the IT environment, which means that it may also be temporarily stored and processed in order to ensure the security and the proper functioning of IT systems, e.g. in connection with making backup copies, testing changes in IT systems, detecting irregularities or protecting against misuse and attacks.

DATA COLLECTION IN OTHER CASES
The Controller collects personal data in connection with the conducted activity also in other cases – e.g. during business meetings, industry events or through the exchange of business cards – for the purposes related to initiating and maintaining business contacts. In this case, the legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in creating networks of contacts in connection with the conducted activity. Personal data collected in such cases is only processed for the purpose, for which it was collected and the Controller ensures its adequate protection.

VIII. RETENTION SCHEDULE OF PERSONAL DATA

The period of data processing by the Controller depends on the type of service provided and the processing's purpose. As a rule, data is processed for the duration of the service or order fulfilment, until the given consent has been withdrawn or the effective objection to data processing has been expressed, in cases where the legal basis for data processing relates to the Controller's legitimate interest.

The period of data processing may be extended in case the processing is necessary to establish and assert possible claims or defend against claims and, after this time, only in case and to the extent required by the law. At the end of the processing period, data is irreversibly deleted or anonymised.
Details about retention schedule can be obtained from contact point specified in point XIV below.

IX. RIGHTS RELATED TO THE PROCESSING OF PERSONAL DATA

You have the right to: access the data and request rectification, deletion, processing restrictions, the right to transfer data and the right to object to data processing. If you wish to exercise any of the rights set out above, please use contact details provided in point XIV below. Please note that:

a) You will not have to pay a fee to access your personal data (or to exercise any of the other rights), however, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances;
b) We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response;
c) We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated;
d) In certain circumstances we may need to limit the scope of fulfilment of the data subject's rights request e.g. where a request is made to delete data that has to be retained for legal or regulatory reasons, or where fulfilling the request may expose the personal data of another data subject.

You have the right to make a complaint at any time to the Local Supervisory Authority. We would, however, appreciate the chance to deal with your concerns before you approach the Local Supervisory Authority so we encourage you to contact us in the first instance.

If you would like to withdraw the consent or change the form of marketing communication, you can execute it at any time. Depending on the option you selected, we may contact you through the electronic means, e.g. by e-mail, or via telecommunication devices, e.g. Short Messaging Service ("SMS") or Multimedia Messaging Service ("MMS").

The easiest way to withdraw the consent or make changes is by logging in and changing the setting directly in your account or writing to us at the following e-mail address: AmRest Customer Care: kontakt@amrest.eu.

X. DO YOU HAVE TO PROVIDE US WITH YOUR PERSONAL DATA?

It is required that you provide us with your personal data in order to use the functionalities of a given Website/ Mobile application, e.g. to conclude and perform a contract concerning the user's account, order a meal or use the contact form on a given Website / Mobile application. If you do not provide this information, we will not be able to fully allow you the use of the given functionality, e.g. we will not be able to set up and maintain your user account, fulfil your order or handle your enquiry, complaint or suggestion from the contact form.

XI. SHARING OF PERSONAL DATA

Your personal data is transferred to entities providing services to us, such as suppliers of IT systems and IT services entities providing administrative support, marketing agencies and media houses, delivery companies, entities providing accounting and administrative services, entities conducting customer satisfaction surveys on our behalf, entities supporting us in customer service (e.g. call centres). We can also share personal data with entities related to us, including companies from our capital group. In certain situations data can also be shared in relation to potential business transactions for example if we restructure our business or if we buy or sell any business or assets we may share your data with the prospective buyer or seller.

Where we do share your data with 3rd parties or other AmRest entities, the shared data will be limited to that which is required by the 3rd party or other AmRest entity to provide the required processing. In such cases your personal data is safeguarded by Data Processing Agreements, committing outsourced service providers to process your personal data for specified purposes and in accordance with our instructions, comply with the GDPR and apply appropriate security measures to protect your personal information in line with our internal policies. All transfers outside of the EEA made to countries which are considered by the European Commission to not provide an adequate level of protection of personal information are safeguarded with agreement based on Standard Contractual Clauses approved by the European Commission.

More details about sharing data can be obtained from contact point specified in point XIV below.

XII. USE OF AUTOMATED DECISION-MAKING

We will not be taking any decisions about you that would be solely based on the automated processing of your data and that would create legal consequences for you or otherwise significantly affect you in a similar manner.

XIII. FRANCHISING OF PIZZA HUT

Franchisees

Please be advised that because you are might be placing orders from a franchise restaurant of Pizza Hut, your personal data may also be processed by a specific Franchisee. In this regard, it will be a separate controller of your personal data. Such processing will take place primarily to the extent that it is necessary for the performance of the order that you placed at a given franchise restaurant via the Website/mobile application.

In this regard, your Personal Data will be processed by a given Franchisee for the following purposes:

a) in order to fulfill your order - the legal basis for processing is the necessity of processing to perform the contract and taking action at your request (Article 6 (1) (b) of the GDPR), in the scope of optional data, the legal basis for processing is consent (Article 6 section 1 letter a) of the GDPR);
b) in order to fulfill the obligations imposed on the Franchisee by law, e.g. by the Accounting Act or tax regulations (eg issuing and storing invoices and accounting documents), the Franchisee will process your

order data; The legal basis for the processing of the above-mentioned data is the legal obligation imposed on the Franchisee (Article 6 (1) (c) of the GDPR).

c) to handle inquiries, complaints or suggestions. In order to handle your inquiry, complaint or suggestion submitted via the Customer Care form or hotline, the Franchisee will process your data provided in the inquiry, complaint or suggestion; Then the legal basis for the processing of the above-mentioned data by the Franchisee is necessity to perform the contract (Article 6 (1) (b) of the GDPR) or the Franchisee's legitimate interest in being able to answer you (Article 6 (1) (f)).
d) to exercise your rights described in point IX above in relation to your order at a franchise restaurant which was placed via the Website/mobile application. For this purpose, the Franchisee will process your data related to the fulfillment of the request. Then the legal basis is the legitimate interest of the Franchisee consisting in the possibility of exercising your subjective right (Article 6 (1) (f) of the GDPR).
e) in order to establish and pursue possible claims and to defend against these claims - the legal basis for the processing of the above-mentioned of the data is the legitimate interest of the Franchisee (Article 6 (1) (f) of the GDPR).

In addition, your personal data may be processed by separate Franchisees also in connection with your stay at a franchise restaurant. Such processing will take place, for example, to the extent that your image will be captured on the monitoring record used in a given restaurant. In this case, you will be informed separately about the identity of the Controller, as well as about the rules for processing your data in connection with your visit to a specific restaurant.

As regards the processing of your personal data by the Franchisee as a separate Controller, the remaining provisions of this Policy should be applied accordingly.

Joint Controllership

We would also like to inform you that in connection with placing orders in franchised restaurants via the Website/mobile application, your personal data may be jointly controlled by AmRest sp. z o. o., the Franchisor and the Franchisee. The legal basis for the processing of your Personal Data in the field of joint controller is the legitimate interest of the joint controllers (Article 6 (1) (f) of the GDPR), consisting in the efficient management of the franchise network through consistent order fulfillment rules.

In the above scope, the joint controllers of your personal data are AmRest sp. z o. o. and AmRest Franchise sp.z o.o. (both based in Wrocław: ul. Powstańców Śląskich 15-17, 53-332 Wrocław) and a franchisee running a franchise restaurant where your order has been placed.

Joint controllership may also occur only between us and the Franchisor, to the extent that we process your personal data collected in connection with the execution of an order placed at a franchise restaurant, for the purpose of conducting analytical, statistical and marketing activities described in the "MARKETING" section. The legal basis is our and the Franchisor's legitimate interest (Article 6 (1) (f) of the GDPR), consisting in the efficient management of the franchise network, including ensuring consistent marketing communication.

The joint controllers have concluded agreements on the joint controllership of personal data, in which they have jointly agreed on the respective roles and responsibilities for fulfilling specific obligations regarding the protection and processing of personal data. The joint controllers agreed that the function of the contact point pursuant to Article 26 sec. 1 GDPR will be performed by AmRest Spółka z o.o. its registered seat in Wrocław, ul. Powstańców Śląskich 15-17, 53-332 Wrocław, which can be contacted by e-mail: iod@amrest.eu or by phone number: 71 3861000. The provisions of this Policy apply to the Joint Controllers only in those points in which it is clearly indicated.

XIV. CONTACT DETAILS

We have appointed a Data Protection Officer whom you can contact in all matters related to our processing of your personal data as well as exercising your rights related to our processing of your personal data.

In cases related t personal data the Data Protection Officer can be contacted by:

a) sending us an e-mail to the address: iod@amrest.eu;
b) sending a letter (best if marked for the attention of: “Data Protection Officer”) to the address: AmRest Spółka z o.o., ul. Powstańców Śląskich 15-17, 53-332 Wrocław, Poland.

To the extent that your personal data will be processed by the Franchisee as a separate data controller, in cases related to personal data the Data Protection Officer can be contacted by:

a) sending us an e-mail to the address: iod.franczyza@amrest.eu;
b) sending a letter (best if marked for the attention of: “Data Protection Officer”) to the address: AmRest Franchise Spółka z o.o., ul. Powstańców Śląskich 15-17, 53-332 Wrocław, Poland.

XV. CHANGES TO THE PRIVACY POLICY

The Policy is verified on an ongoing basis and updated if necessary.
The current version of the Policy has been adopted and has been in force since 2026.10.23.