

Detroit's Original Chicken Shack® Privacy Policy

Last Updated: January 29, 2024

At Sobeck's Enterprises, Inc. ("we," "our," or "us"), protecting your personal information and data is always our top priority. This Privacy Policy describes how we collect and process information and data that identifies, relates to, and/or is reasonably capable of being associated with you or your household ("Personal Information") on or through the website accessible at the domains <https://chickenshack.com/> (the "Website") and the Detroit's Original Chicken Shack® mobile application (our "Mobile App") (the Website and our Mobile Application are collectively referred to as our "Digital Services") and how we use, store, and share such Personal Information. Please note that Detroit's Original Chicken Shack® locations owned and operated by our franchisees are outside of our control, and the privacy practices of those third-party franchisees are not covered by or subject to this Privacy Policy.

As also set forth in our Website Terms and Conditions (our "Website Terms"), by using, viewing, and/or accessing our Digital Services, you acknowledge that you have reviewed and consent to our Privacy Policy. If you have not read, or you otherwise object or do not consent to our Privacy Policy you are prohibited from using, viewing, and/or accessing our Digital Services and must immediately cease such actions.

Personal Information We Collect from You Directly

General

When using the Digital Services, we may collect certain Personal Information from you directly when you place an order for purchase with us, our affiliate, or an independently owned and operated Detroit's Original Chicken Shack® franchise, create your online account with us, and/or complete other forms on the Digital Services.

More specifically, Personal Information that you provide to us includes, or is included in:

- Your First name, last name, telephone number, email address;
- Your street address for delivery or shipping;
- Your credit card and billing information;
- Records and copies of your correspondence with us or our affiliate(s);
- Details and records of transactions you carry out through our Digital Services and fulfillment of your orders;

We do not collect the above Personal Information about you unless you voluntarily provide it to us. However, providing us certain of the above Personal Information is necessary for us to process an order placed by you through the Digital Services. If you do not provide us such Personal Information, you will not be able to use all of our Digital Services.

Franchising

If you apply to receive general information about potential franchising opportunities, you may submit a request to receive such information to us through our Website. Through this submission, you may provide us with the following Personal Information:

- First and Last Name;
- Email Address;

- Telephone number;
- Certain details about yourself with respect to your interest in opening a Detroit's Original Chicken Shack® franchise;
- Other information that you provide us in connection with the online application from

Importantly, our providing the form on the Website is not an offer to sell a franchise. No franchises will be offered or sold by us until the franchise offering has been registered and declared effective in any state requiring an effective registration and the Franchise Disclosure Document required by that state has been delivered before the sale and in compliance with applicable state and federal laws regulating the sale of franchises. Submitting the form described above is completely voluntary and is not required to utilize the Digital Services or purchase any of our products or services thereon.

Personal Information We Collect Automatically Through Technology

In addition to the Personal Information that you provide us directly, we also collect certain Personal Information automatically from your computer and/or mobile device simply by you visiting or navigating through the Website through automatic data collection technologies, such as cookies. More specifically, Personal Information that we automatically collect includes:

- Information sent by your web browser whenever you visit the Website, including your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of the Website that you visit, the date and time of your visit, and other communication data and statistics;
- Information about you, your computer or device, your geographic location, and internet connection

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). You may opt-out of behavioral tracking and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

Our "Cookies" and Other Automatic Data Collection Technologies

We use "cookies" on the Website to collect the above information. A cookie is a small file placed on the hard drive of your computer. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. Cookies tell the web server that you have returned to a specific page. For example, if you personalize pages on the Website, or create an account on the Website, cookies help the Website recall your specific information on subsequent visits. This simplifies the process of recording your Personal Information, such as your first and last name, billing information, shipping addresses, and so on. When you return to the same page on our Website, the information you previously provided can be retrieved, so you can easily use our Website features that you customized.

You may accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Website.

HOW WE USE OF YOUR PERSONAL INFORMATION

We use your Personal Information in a variety of ways related to the Digital Services, providing you and other Digital Services users the highest quality of goods and services, and other legitimate business purposes of ours. More specifically, we use your Personal Information to:

- Create your online account for you;
- Process orders for our products and/or services placed by you on or through the Digital Services;
- Send correspondence relating to orders placed by you, your comments, or other correspondence submitted by you on or through the Digital Services;
- Recognize you when you return to the Website;
- Store and recall your personal preferences and track your activity on the Website so we can deliver the best quality of services (see above discussion regarding our use of “cookies”);
- Record general statistics regarding your and other users’ use and activity on the Website to determine which products and services are the most popular, and where our efficiencies and operations may improve;
- Improve our Digital Services, products, and advertising;
- Deliver customized content and advertising based on your prior activity on the Website;
- Enforce our rights arising from our Website Terms or any other contract or agreement between you and us;
- Allow you to participate in our promotional offerings and programs;
- Engage in direct marketing and non-personalized advertising;

If you choose to submit a form to inquire about potential franchise opportunities, we will use the Personal Information provided therein to assess your status as a potential future franchise prospect.

When Do We Share Your Personal Information with Third Parties

Initially, we do not sell, rent or lease customer lists to any third parties.

We may share Personal Information with our affiliates or certain third-party service providers for the purposes of:

- performing statistical analyses;
- sending you email or postal mail relating to promotional offers or marketing;
- delivering electronic or online internet advertisements and conducting marketing campaigns;
- processing payments and completing orders for goods or services placed by you with us, our affiliate(s), or independently owned and operated franchise Detroit’s Original Chicken Shack® locations;
- arranging and coordinating delivery of orders placed with us, our affiliate(s), or independently owned and operated franchise Detroit’s Original Chicken Shack® locations;

- notifying you of changes to our Digital Services, our Website Terms, or our Privacy Policy; and/or
- for any other purpose for which you have affirmatively consented

When you place an order on or through the Digital Services with one of our affiliate(s) or independently owned and operated franchise Detroit's Original Chicken Shack® locations, we will transmit your Personal Information as necessary to process your order. Once transmitted to a franchisee, your Personal Information will be subject to that franchisee's own privacy policy and practices.

All such third parties are prohibited from using your Personal Information except to provide these services to us and you, and they are required to maintain the confidentiality of your Personal Information. We may also share your Personal Information 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.

We may disclose your Personal Information, without notice, if required to do so by law or in the good faith belief that such action is necessary to:

- comply with our legal obligations that may rise from time to time;
- protect and defend the rights or property of Detroit's Original Chicken Shack®; and/or
- act under exigent circumstances to protect the personal safety of the users of the Website and/or the public.

You May Choose Not to Share Personal Information

We strive to provide you as many choices with respect to our collection and use of your Personal Information.

As described in detail above, you may choose not to allow certain cookies from the Website.

You may at any time opt-out of other uses of your Personal Information that are not strictly necessary for your use of the Digital Services. For example, you may opt-out of receiving emails and other electronic messages from us at any time. You may also opt-out of us sharing your Personal Information with third-parties for delivering you personalized advertisements.

Links to Other Websites

Our Website contains links to outside or third-party websites ("Third-Party Websites"), as discussed in further in our Website Terms. These Third-Party Websites include certain social media sites and websites owned and operated by third-party service providers. We do not own, operate, control, oversee, or endorse any Third-Party Website, which are each subject to the privacy policies and practices of third parties. You are encouraged to review the privacy policies and practices of each of these Third-Party Websites.

We utilize the services of these Third-Party Websites to provide certain essential features of the Digital Services, such as processing your payments for orders placed by you on or through the Digital Services, receiving and transmitting applications for job openings at our affiliate and independently owned and operated franchise Detroit's Original Chicken Shack® locations, and arranging deliveries. Personal Information provided by you on such Third-Party Websites will be transmitted to such third-party services

providers. If you do not consent or do not approve of such third-party service providers' privacy policies or practices, you should not utilize the services provided on such Third-Party Websites.

Our Storage of Your Personal Information

We store and secure your Personal Information from unauthorized access, use, or disclosure. We utilize fire walls and other commercially standard security measures to store your Personal Information.

When Personal Information (such as name, address, and credit card information) is transmitted to other websites or third parties, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

While we strive to take appropriate security measures to protect against unauthorized access to or alteration of your Personal Information, unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

The safety and security of your Personal Information also depends on you. Where you have created login credential for access to certain parts of our Website (such as your personal account), you are responsible for keeping these login credentials confidential. You agree not to share your login credentials with anyone.

Children Under Thirteen

Our website is not directed to children under the age of 13. We do not knowingly collect Personal Information from children under the age of 13. If you are under the age of 13, you must ask your parent or guardian for permission to use this website, and then only access, view, or use the Digital Services under your parent or guardian's supervision. Children under the age of 13 must not create an account with us on or through our Digital Services.

If you believe that we have collected Personal Information from or about a child under 13, please contact us at 844-56-SHACK.

E-mail Communications

From time to time, we may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. By providing your email to us, you agree to receive such announcements, offers, alerts, confirmations, surveys, and/or other communications.

If you would like to stop receiving marketing or promotional communications via email from us or our affiliate, you may opt out of such communications by shackmail@yahoo.com

Changes to this Privacy Policy

We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy

information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.