

## **Privacy Policy**

3131 Eastern Avenue, Inc., trading as Matthew's Pizza ("we" or "us") is concerned about your privacy and the confidentiality of the information shared with us. The intent of this privacy statement is to demonstrate our firm commitment to your privacy and to disclose the privacy practices of Matthew's Pizza and the [www.matthewspizza.com](http://www.matthewspizza.com) website (the "Site").

### **What information does the Site collect?**

You do not have to provide any personal information to read the content of our Site. However, you will provide personal information when signing up for our newsletter. Some examples of information we collect include your name and e-mail address.

We use your personal information to provide information to you relating to our products and services and/or to respond to your request for information. We may also use the information to contact you for feedback on our products and services.

Like many websites, the Site also may collect information about visitors and the manner in which visitors utilize and navigate the Site. For example, the Site may track the pages you visit on the Site, the URL that you visited before you came to the Site, the URL to which you next go and your IP address. This information helps us to design and improve the Site to better suit our visitors' needs. We may use your IP address to help diagnose problems with our server and to administer the Site. Your IP address also may be used to help identify you and to gather broad demographic information.

Our website is intended for a general audience and is not directed to children under the age of 13. We do not knowingly collect personal information from children under the age of 13.

### **Does the Site use cookies?**

Cookies are pieces of information that a website transfers to a user's hard drive for record-keeping purposes while visiting a site. Like most websites, we may use cookies on certain pages of the Site. Cookies make using the Internet easier by, among other things, saving your passwords and preferences for you. We may also use cookies to deliver content specific to your interests and for web traffic analysis and site navigation. You are free to not accept the cookies by referring to your browser's "help" feature, but certain features of the Site may not work as intended or may be slowed if you decline to accept cookies.

### **To whom do we disclose information?**

The information that we collect is generally used for internal purposes such as providing information regarding our products, specials and events, providing customer support/responding to your inquiries, compiling usage statistics regarding the Site and analyzing visitor preferences regarding our products and services. Except as provided in this Policy, we will not knowingly sell, share or rent your personal information to any third parties without your permission.

Notwithstanding the foregoing, we will divulge personal information to law enforcement agencies or other governmental agencies when required to do so or when we in good faith believe it is necessary or appropriate in order to comply with legal obligations. We will, however, ask all governmental officials to provide us with acceptable reasons that we believe, in our sole discretion, support disclosure of personal information. We may monitor email correspondence and telephone calls to track reported problems and

to ensure quality assurance. Similarly, we monitor web traffic in the aggregate for the purposes of evaluating marketing campaigns and content improvement.

In the event that this Site or substantially all of our assets are acquired, merged or reorganized, user information will of course be one of the transferred assets. We are the sole owner of any and all information collected through the use of the Site.

### **What are the privacy policies of linked sites and other third parties?**

This policy statement only addresses the use and disclosure of information we collect from you. Although you may link to other sites or third parties via the Site, we are not responsible for the privacy practices of third parties or the content of linked sites.

### **How can you access or correct your information?**

You may view, correct or update the personal information we have about you by sending a request to the e-mail address below. If we use any of your personal information in a manner that you believe is inconsistent with this Privacy Policy, please notify us immediately by sending an email to the address below so that we may correct such inconsistency.

### **How may this privacy statement be amended?**

From time to time, we may make changes to our information practices or alter the functionality of the Site. We will update this Privacy Policy accordingly, so we encourage you to periodically review this page for the latest information on our privacy practices.

### **What security measures does the Site employ?**

The Site may have security measures in place that are intended to protect against the loss of information that the Site collects. However, you should keep in mind that this Site is run on software, hardware and networks, any component of which may, from time to time, require maintenance or experience problems or breaches of security. You are solely responsible for maintaining the confidentiality of your username and password and are responsible for any unauthorized use.

### **How can you contact us?**

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, you can contact us at [coxj@litigationteam.com](mailto:coxj@litigationteam.com)

Effective Date: 1/10/2013