

# Privacy Policy

## Your privacy is important to us.

Safeguarding your privacy and the security of your personal information is important to us. Please take a few minutes to read the following policy so that you understand how we treat your personal information. As we continuously improve and expand our services, this policy might change. So please check it out periodically. If you have questions about our policy, please click on our contact us page to contact us via our electronic feedback form.

### How we collect information about you. We collect information in three ways:

1. We collect information that our customers supply to us.
2. We collect information from emails and other contacts sent to us by our customers and users of our website.
3. We collect information electronically on all users of our website, including customers, by means of cookies.

### Further details are provided below.

**What personal information we collect from our users.** When you set up an account at [simisrestaurant.com](http://simisrestaurant.com) to use our online ordering service, you are required to provide us with your full legal name, email address, full street address including city, state and zip code, and telephone number. You must also choose your Username and Password and provide those to us.

When you place an order with us by telephone or means other than our online ordering service, you may be required to provide us with your full legal name, full street address including city, state and zip code, and telephone number.

**Children's Privacy.** Online ordering, customer registration for on-line ordering, and customer feedback pages of this website are directed toward and designed for use by persons aged 13 or older. We do not establish or maintain registrations for any child whom we know to be under the age of 13. We do not solicit or knowingly collect personally identifiable information from children under the age of 13. If we discover that we have received personally identifiable information from an individual who indicates that he or she is, or whom we otherwise have reason to believe is, under the age of 13, we will delete such information from our systems.

**We collect additional information about how you use our website and service.** If you contact us by letter, phone, or email through the contact information on the "Contact Us" page, we will collect your sender information and may collect the other information you voluntarily disclose to us.

**Our use of cookies.** If you contact us by letter, phone, or email through the contact information on the "Contact Us" page, we will collect your sender information and may collect the other information you voluntarily disclose to us.

The site analytics cookie information may be examined in concert with data from online ads served through the DoubleClick for Advertisers platform. This is to help us understand how anonymous users interact with the website after seeing advertisements online, and this data may be used to optimize ad campaigns.

Our cookies cannot and do not retrieve any other data from your hard drive or pass on computer viruses. If you are just browsing our website, a cookie identifies your browser and user id (and not your identity). If you place orders with us, we use cookies to assist in storing your preferences and recording other session information (a "session" is a single visit by you to our website).

**How we store the information we collect.** We store the information you provide to us and the information we collect electronically in our computer databases. We own, maintain and operate our computer servers containing our databases. Access to our computer servers is controlled by firewalls and security gatekeepers.

**How we use the information we collect.** We use the personal information about you stored in our member database in various ways. First, the next time you use our online ordering service and enter your User ID and Password, we will call up your information from our database to make processing your order faster and easier.

We use personal information we collect from you to send you special advertisements, offers and notices regarding our products and restaurants, including via mail and/or digital marketing platforms. When you use your [simisrestaurant.com](http://simisrestaurant.com) account, we also keep track of your food preferences and restaurant choices and analyze that information. We do so in order to be able to send you special advertisements, offers and notices regarding foods and restaurants that seem to fit with your preference, including via mail and/or digital marketing platforms.

We also use the personal information about you stored in our customer database through telephone and other non-online orders in various ways. Each time you place an order, we will call up your information from our database to make processing your order faster and easier. We also may keep track of your food preferences and restaurant choices and analyze that information in order to send you special advertisements, offers and notices regarding foods and restaurants that seem to fit with your preferences. We may also use the information to contact you concerning your level of satisfaction with our products and services, to verify incomplete orders, rectify problems or delays with your order or otherwise communicate with you concerning your transactions with us.

We aggregate information about how our online ordering service is used (without specific identification to any particular user) to be able to improve our service and make it more responsive to our customers' preferences. We also make such aggregate information (without identification to any specific individual) available to our restaurant affiliates and other affiliates in order to obtain information about products, services, offers and notices which we believe will be useful and informative to our website users.

Simi's may from time to time send non-promotional email to all registered users of our online ordering service for the purpose of gathering and dispersing data to provide better services to our customers. Except for provision of additional information necessary to complete a transaction initiated by a registered user, registered users will be under no obligation to reply or answer questions in said non-promotional email. Non-promotional email may include, but will not be limited to, surveys, maintenance notices, system updates and confirmation or other notices in connection with completion of a transaction initiated by a registered user.

If you would rather not receive offers or mailings other than e-mails from us or other merchants that we select, please use the Contact Us link on our website to communicate this preference

**Our policies may change.** This is our current privacy and security policy, but we reserve the right to change our website and this policy at any time. You should check this privacy policy periodically. If our policies regarding collection, storage and use of your information change, the information collected under prior policies will continue to be governed by those policies, unless we obtain your consent to use that information in new ways.

**You can access your information.** Upon your request, we will provide you with access to your unique account-related information and information from contacts that we maintain about you. In your request, please provide us with your current specific contact information so that we can accurately check our records.

**How is my information protected?** Your information is password-protected. In order to maintain this protection, we caution you not to provide your password to anyone. We do not give your password to anyone. We recommend that, if you share your computer with other people, you close your browser window when your session is completed. Signing off will protect your information if you share a computer with someone else or are using a computer in a public place like a library.

**Please contact us with any questions or comments.** We want you to enjoy your use of Simi's service. If you have any questions, or believe that a violation of this policy may have occurred, please let us know. Email us at [info@simisrestaurant.com](mailto:info@simisrestaurant.com)