

# Tacos My Guey Cookie & Tracking Technologies Policy

**Effective Date:** August 1, 2024

## 1. What Are Cookies?

Cookies are small text files that are stored on your device (computer, phone, tablet) when you visit our website or use our app. They are used by websites to remember information about you, such as your preferences or the contents of your shopping cart, to make your next visit easier and more personalized.

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## 2. Tracking Technologies We Use

In addition to cookies, we use other similar technologies for the same purpose, including:

- **Pixels (or web beacons):** Small graphics that let us know if you've opened an email or visited a specific page.
  - **Device Identifiers:** Unique codes that allow us to recognize your device for advertising or analytics purposes.
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## 3. Types of Cookies We Use and Why

We use cookies for different purposes. Your consent is managed through our cookie banner.

- **Essential Cookies (Mandatory):** These cookies are **strictly necessary** for our website and app to function. They allow us to process transactions, secure your account, and maintain the state of your shopping cart. You cannot disable them, as our basic services would not work without them.
  - **Functionality & Preference Cookies:** These allow us to remember your preferences, such as your language, restaurant location, and account information for a more convenient and personalized experience.
  - **Performance & Analytics Cookies:** These help us understand how customers interact with our website and app (e.g., which pages are most popular or if there are system errors). We use third-party tools such as Google Analytics for this purpose. This information helps us improve the user experience.
  - **Advertising & Targeting Cookies (Third-Party Cookies):** These are set by our advertising partners (like Google Ads and Meta) to collect information about your interests and online activity across other sites. This allows us and our partners to show you relevant and personalized ads both on and off our services.
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#### 4. Third-Party Tracking Disclosure

We work with the following third parties who may place cookies or tracking technologies on your device:

- **Toast:** Our provider for point-of-sale systems, online ordering, and the loyalty and rewards program.
- **Google Analytics:** For website traffic and user behavior analysis.
- **Google Ads & Meta (Facebook/Instagram):** For advertising and marketing campaigns.

These third parties are responsible for their own privacy policies and tracking practices. We encourage you to review their policies to understand how they handle your data.

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#### 5. Your Choices and Right to Opt-Out

We give you control over cookies that are not strictly essential.

- **Cookie Consent Banner:** When you first visit our website, you will see a banner that allows you to **accept or reject** functionality, performance, and advertising cookies. You can change your decision at any time by clicking the "Cookie Settings" link in the footer of our website.
  - **Browser Settings:** You can manage or disable cookies directly through your browser settings. Most browsers allow you to block or delete cookies. However, please note that disabling cookies may affect the functionality of our website.
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#### 6. Do Not Track (DNT) Signals

Due to a lack of an industry-wide standard, our website does not currently respond to "Do Not Track" (DNT) signals. However, you can still control your privacy preferences through our opt-out options and browser settings, as described above.

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#### 7. Updates to This Cookies Policy

We may update this policy from time to time to reflect changes in our technologies, practices, or to comply with new legal requirements. The most recent version will always be available on our website with the effective date.