

Tacos My Guey Privacy Policy

Effective Date: August 1, 2024

At Tacos My Guey, we value your trust and are committed to protecting your privacy. This Privacy Policy describes how we collect, use, and protect your information when you interact with us through our restaurants, website, or mobile applications.

By using any of our services, you agree to the practices described in this policy. If you do not agree, please do not use our services.

1. Information We Collect

We collect the following information for the purposes detailed below. The amount and type of information we collect depend on how you interact with our services.

- **Contact and Profile Information:** Name, email address, phone number, and billing/shipping address.
 - **Account and Transaction Data:** Login credentials, order history, credit/debit card details (processed by secure third parties), and loyalty program activity (such as Guey Rewards).
 - **Technical and Usage Information:** IP address, browser type, device ID, location data (if you enable location services), and usage patterns on our website or app. This is collected through cookies and similar technologies.
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2. How We Use Your Information

We use your information for the following business and operational purposes:

- **To Process and Fulfill Orders:** To complete your transactions, process payments, and deliver your orders efficiently.
- **Customer Service and Support:** To respond to your inquiries, manage complaints, and resolve issues related to your orders or account.
- **Marketing and Communications:** To send you promotions, special offers, and updates if you have opted in to receive them.
- **To Improve Our Services:** To analyze the use of our services and improve the functionality of our website, app, and in-restaurant experience.
- **Security and Fraud Prevention:** To protect our business and our customers from fraudulent transactions and other illegal activities.
- **Legal Compliance:** To comply with our legal obligations, respond to law enforcement requests, and protect our legal rights.

3. Sharing and Disclosure of Information

We only share your personal information with trusted third parties and under strict conditions.

- **Service Providers:** We share your information with companies that help us operate our business (e.g., payment processors like Toast, delivery services like Uber Eats, and email marketing platforms). These partners are contractually obligated to protect your information.
- **Legal Compliance:** We may disclose your information if required by law, a subpoena, a court order, or a government request.
- **Business Transactions:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

We do not sell your personal information in the traditional sense. However, we may share it for targeted advertising purposes, which you can opt out of as described below.

4. Your Privacy Rights

At Tacos My Guey, we respect your privacy rights. As a Florida resident, you have specific rights under the **Florida Digital Bill of Rights (FDBR)**.

- **Access and Correction:** You have the right to request a copy of your personal information that we hold and to correct any inaccuracies.
- **Deletion:** You have the right to request that we delete your personal information. Please note that we may not be able to delete records necessary for legal compliance, accounting, or ongoing transactions.
- **Right to Opt-Out:** You have the right to opt out of:
 - The **sale or sharing** of your personal information for **targeted advertising**.
 - The use of **voice or facial recognition technologies**, if we use them.
- **Opt-Out of Marketing Communications:** You can unsubscribe from our emails by following the link at the bottom of any email. For text messages (SMS), reply **STOP** at any time to stop receiving them.

To exercise your rights, please email our privacy team at privacy@tacosmyguey.com. We will verify your identity before processing your request. We will respond within a reasonable period of 45 days, as required by Florida law.

5. Cookies and Tracking Technologies

Our website and app use cookies, pixels, and other similar technologies to function properly and personalize your experience.

- **Types of Cookies:** We use essential cookies (necessary for the site's operation), functionality cookies (to remember your preferences), and performance cookies (to analyze site traffic).
- **Targeted Advertising:** Third-party cookies may be used to display ads to you based on your interests.

You can manage or disable cookies through your browser settings. However, by disabling certain cookies, some features of our services may not function properly.

6. Marketing and Communications

We may send you marketing communications via email or SMS **only if you have given your explicit consent**.

- **CAN-SPAM and TCPA Compliance:** We comply with the CAN-SPAM Act for emails and the Telephone Consumer Protection Act (TCPA) for SMS.
 - **Consent for SMS:** By providing your phone number, you agree to receive recurring text messages from Tacos My Guey. **Message and data rates may apply. Reply HELP for help, and STOP to cancel. Consent is not a condition of purchase.**
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7. Children's Privacy

Our services are **not directed to children under 13 years of age**. We do not knowingly collect personal information from children without verifiable parental consent. If we become aware that we have inadvertently collected information from a child, we will promptly delete it from our records. If you are a parent or guardian and believe your child has provided us with information, please contact us immediately.

8. Disclaimer and Refund Policy

Tacos My Guey's refund and return policies are handled separately and are governed by our Terms of Service. By placing an order, you acknowledge and agree to our policy that refunds are handled on a **case-by-case basis**.

9. Changes to this Policy

We may update this policy from time to time to reflect changes in our practices or legal requirements. The most recent version will always be posted on our website and app, with the effective date. We will notify you of any significant changes via email.

10. Contact Us

If you have questions about this policy or our privacy practices, please contact us:

Tacos My Guey Address: 13526 Village Park Dr. Suite 212, Orlando, FL 32837 **Email:**
info@tacosmyguey.com