

MichiganRestaurant.org Privacy Policy

Effective Date: October 30, 2013

MichiganRestaurant.org and its related services and products (“Website”) are owned and operated by the Michigan Restaurant Association (“MRA” or “We”). MRA has adopted this Privacy Policy (“Privacy Policy”) to inform you that it collects personal information (“Personal Information”) when you use the Website and to explain how this Personal Information is used. MRA has also adopted this Privacy Policy because it respects your privacy and believes that it should clearly and transparently disclose its privacy practices to the user.

MRA respects your privacy and makes a concerted effort to protect your identity and Personal Information.

MRA MAY CHANGE, MODIFY, AMEND, SUSPEND, TERMINATE, OR REPLACE THIS PRIVACY POLICY FROM TIME TO TIME AND WITHIN ITS SOLE AND ABSOLUTE DISCRETION. IN THE EVENT MRA CHANGES, MODIFIES, AMENDS, OR REPLACES THIS PRIVACY POLICY, THE EFFECTIVE DATE, LOCATED ABOVE, WILL CHANGE. YOUR CONTINUED USE OF THE WEBSITE AFTER A CHANGE IN THE EFFECTIVE DATE OF THIS PRIVACY POLICY CONSTITUTES YOUR MANIFESTATION OF ASSENT TO THE CHANGE, MODIFICATION, AMENDMENT, OR REPLACEMENT CONTAINED WITHIN.

1. MRA may collect the following Personal Information from you:

- 1) Any information that you submit to the Website, Youtube, Social Media or similar third party sites or applications;
- 2) First and last name;
- 3) Email address;
- 4) Country;
- 5) Business name, business website, business email address;
- 6) Payment information;
- 7) Other required account or other information visible to the User as requested by the service.
- 8) Your IP address;
- 9) Your geolocation;
- 10) Your use of the Website;
- 11) Information stored in cookies, pixel tags, or web beacons;
- 12) Analytic data from Google Analytics;
- 13) Account holder and payment information; and
- 14) Any other additional analytic data that you voluntarily submit to the Website

MRA may collect this personal information from you through various channels, including, but not limited to, through your voluntary submission of information to the Website, through requests initiated by you through the Website, through communication with third parties such as banks, through the collection and analysis of information concerning your computer and browsing activities, through the use of cookies, web beacons, pixel tags, Google Analytics, and through other sources permitted by law.

2. Use of Cookies and Other Tracking Techniques

MRA may collect Personal Information from you through its use of cookies or other tracking techniques. Cookies allow the Website to recognize your computer and preferences when you revisit the Website. Session cookies help to remember your preferences on a single visit to the Website and your web browser will normally delete these session cookies upon closing. Web beacons and tracking pixels are objects embedded in a web page that allow MRA to analyze whether a user has visited a specific page. The Personal Information collected through the use of these cookies and tracking techniques may be used for advertising purposes, whether contextual or otherwise, and may be shared with MRA's advertisers to provide its advertisers with information on the demographics or preferences of the Website's users.

Your web browser provides you with the ability to block or limit these cookies and tracking techniques. If you object to MRA's use of cookies and other tracking techniques, you are advised to adjust your web browser's settings accordingly.

3. MRA uses Personal Information to:

Provide you with the Website, process any requests made by you, process any orders or business contemplated by the Website, communicate with you, identify and fix problems with the Website, update you on changes to the Website, communicate with you concerning your account, to complete a transaction you initiated, and to update you on MRA's services offered through the Website or the services of third parties.

MRA may share your Personal Information with third parties where it has obtained your consent, whether express or implied, with third party service providers to provide you with services initiated at your request, with MRA's parents, subsidiaries, successors, and assigns, and with MRA's business partners who offer services through or in association with the Website.

To process purchases, MRA may require your name, address, phone number, email address and credit card information. Such information is used primarily to process your order or as otherwise described herein. Credit card transactions are processed through industry standard Secure Socket Layer (SSL) and/or strong encryption (3DES) by a third party, which only uses your information for that purpose.

MRA may use your personal identifiable information, including your email address, to communicate with you about the Website, your use of services related to the Website such as promotions, contests, advertising placements and/or the purchase of goods or services. MRA may also use your personal identifiable information, including your email address, for marketing purposes. MRA will allow you to opt out of email marketing. Each email sent contains a very easy and automated way for you to stop receiving email messages from us in the future. If you have received unwanted, unsolicited email sent via this system or purporting to be sent via this system, please forward a copy of that email with your comments to adrianed@mramail.org for review. We will look into the matter immediately.

MRA will never sell, share, or rent individual personal information with anyone without your advance written permission or unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you or sending you emails based on your request for information and to contracted service providers for purposes of providing services relating to our communications with you.

Except as otherwise stated herein, MRA will not sell, transfer, or lease your Personal Information to any individual, business, or government entity except to: (1) respond to authorized information requests by government authorities; (2) to respond to a court order or subpoena; (3) to protect the employees, independent contractors, users, members, officers, directors, or shareholders of MRA; or (4) to help prevent against fraud or the violation of any applicable law, statute, regulation, ordinance, or treaty.

The Personal Information that you provide to MRA may be publicly displayed. You are solely responsible for the protection of any Personal Information that you submit to the Website, and you are advised to review that Personal Information before you submit it to the Website.

You acknowledge and agree that MRA is not responsible for any third party links, content, or communications sent to you from entities or individuals that MRA does not own or control. You are advised to review the privacy policies of third party websites.

4. MRA stores your Personal Information in the following manner:

Your Personal Information is stored and processed on computers in the United States and, through your use of the Website, you unequivocally consent to the processing and storage of your Personal Information within the United States. You understand and agree that MRA may continue to store your information after you cease use of the service or disable your Account.

MRA uses commercially reasonable efforts and standard technology to store and help prevent against the unauthorized disclosure of your Personal Information. Though it undertakes commercially reasonable efforts to protect your Personal Information, no Website is completely safe. Accordingly, you provide all such Personal Information at your own risk.

5. Mobile Device Additional Terms

If you use a mobile device to access our site or download any of our applications, we may collect device information (such as your mobile device ID, model and manufacturer), operating system information, and IP address information. We do not ask you for, access or track any location-based information from your mobile device at any time while downloading or using our Mobile Apps or services.

6. You may limit MRA from collecting your Personal Information by:

Adjusting your web browser settings, limiting cookies or other tracking techniques, deleting your Account, or by ceasing your use of the Website. You may contact MRA with any requests regarding your information.

7. Acceptance of Privacy Policy

Your use of our website(s), including any dispute concerning privacy, is subject to this privacy policy. **BY USING OUR WEBSITE, YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY POLICY.**

If we decide to change our privacy policy, we will post those changes to this privacy statement page

and any other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, or by other means, such as e-mail, at our discretion.

Your continued use of any portion of our website following posting of the updated privacy policy will constitute your acceptance of the changes.

8. Contact and Notices

All questions and concerns regarding this Privacy Policy may be submitted to Michigan Restaurant Association, 225 W. Washtenaw Street, Lansing, MI 48933 with a copy emailed to adrianed@mramail.org.