

Dine Brands Global, Inc.

Privacy Policy

Last Updated/Effective Date: December 31, 2025

1.0 Introduction

Your privacy is important to us. Dine Brands Global, Inc. understands your concerns regarding how information about you may be used and shared, and we appreciate that you trust us to use and share information about you carefully and sensibly.

This Privacy Policy describes what Personal Information (defined below) Dine Brands Global, Inc. and its subsidiaries, including International House of Pancakes, LLC (“**IHOP**”), Applebee’s International, Inc. (“**Applebee’s**”), and Fuzzy’s Taco Opportunities, LLC (“**Fuzzy’s**”) (collectively, “**Dine**”, “**us**”, “**our**”, and “**we**”), may collect about you, how we may collect it, how we may use it, with whom we may share it, and what choices you may have regarding it.

This Privacy Policy applies to your use of our websites including, without limitation, <https://www.dinebrands.com/en>, <https://www.ihop.com/en>, <https://www.applebees.com/en>, <https://fuzzystacoshop.com/>, <https://franchise.ihop.com>, <https://franchise.applebees.com/en>, <https://franchise.ihop.com/en/applebees-co-branded-franchising>, our mobile websites, our mobile apps, any other platforms that link to this Privacy Policy (each, a “**Site**” and collectively, the “**Sites**”), and any other means by which we may collect information about you, including information you may provide to us on-site at our Restaurant Support Center (“**RSC**”) or restaurants (collectively, the “**Facilities**”), as well as in connection with applying to become a franchisee.

This Privacy Policy does not apply to any websites or facilities operated by third parties. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

2.0 How We May Collect Your Personal Information

“**Personal Information**” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you. Dine may collect Personal Information relating to you and your use of the Sites or Facilities to provide services and features that are responsive to your needs. Dine may collect Personal Information in the following ways:

- **From you.** We may collect information from you when you register an account with us, request information, send us email, send us postal mail, apply for a job with us, speak with us on the telephone, visit our Facilities, or otherwise interact with us. If you are interested in becoming a franchisee, we may collect information from you when you provide us with information through our Request for Consideration form or otherwise apply to become a franchisee.

- **From our franchisees.** We may receive information about you from our Applebee's, Fuzzy's, and IHOP franchisees, including information that you provide on-site at our restaurants.
- **From our apps.** We may collect information from your mobile device when our apps are installed on your mobile device, or you provide your information to us via the apps.
- **From other third-party sources.** We may receive information about you from our third-party service providers who help us to provide services to you, including our Sites and social media providers. If you apply to become a franchisee, we may also collect Personal Information from third party sources such as background check providers.
- **Automatically as you navigate the Sites.** Information collected automatically may include usage details, email address, IP addresses, and information collected through cookies and other tracking technologies.

3.0 Personal Information We May Collect

3.1 Personal Information You Provide to Us

We may collect the following information about you including, but not limited to:

- First and last name
- Postal address and/or zip code
- Email address
- Phone number
- Date of birth
- Gender
- Military or veteran status
- External social network credentials
- Credit card or other payment information
- Mobile app and/or website log-in credentials
- Location data
- Surveillance data
- Demographic information
- Dining preferences
- Who you typically dine with (e.g., family and friends)
- When you normally visit our restaurant locations (e.g., breakfast, lunch, and dinner)
- How often you visit our restaurant locations
- Feedback and/or guest relations data

If you apply to become a franchisee, we may also collect information related to your business entity, including background information regarding your partner and business entity finances, requested region for franchise information, and operations management experience.

3.2 Personal Information We May Collect from Third Party Sources

If you apply to become a franchisee, we will obtain your consent to collect Personal Information about you from third parties including individuals you provide as references, financial and other institutions, schools, credit reporting agencies, professional and academic certification organizations, law enforcement agencies, former employers, and the military for purposes of evaluating your application to become a franchisee. Such Personal Information may include information about your financial, educational, and criminal histories, as well as information concerning your character and reputation. Dine does not share this information with any third parties except its service providers and retains it for as long as necessary to evaluate your application. You may withdraw your consent at any time. To exercise any privacy rights that may be afforded to you under applicable data protection laws, including withdrawing your consent, please see the section below titled “**Your Privacy Rights and How to Exercise Them.**” For more information about Dine’s practices with respect to retention of your Personal Information, please see the section below titled “**How Long We Retain Your Personal Information.**”

3.3 Information We and Our Third-Party Service Providers May Collect

When you use our Sites, we and our third-party service providers may automatically collect information about how you access and use the Sites and information about the device you use to access the Sites. We typically collect this information through a variety of tools including cookies, web beacons, pixels, social media widgets, other tools to enable data recording and indexing, and similar technology (collectively, “**tracking technologies**”). We and our third-party partners may automatically collect information such as:

- IP or MAC address
- Device type
- Unique device identifier (UDID)/other device identifier (IMEI)
- Browser type
- Operating system or platform
- Name of Internet Service Provider (ISP)
- Referring website
- Exiting website
- Clickstream data
- Search terms entered on the websites(s)
- Pages visited on the website(s)
- Time, date, and duration of visit to the website(s)
- Whether you open emails from us
- Links you click on in our emails and on our Sites including ads
- Whether you access our Sites from multiple devices
- Other interactions you may have on our Sites
- Location/geo-location (e.g., latitude/longitude, Wi-Fi/cell tower location, etc.)

4.0 How We May Use Personal Information

We may process Personal Information to provide services to you and additional services you request, as well as to respond to communications from you. The precise purposes for which your Personal Information may be processed will be determined by the request and by applicable laws, regulatory guidance, and professional standards.

We may use information we collect from you and information that we may collect automatically to manage and improve our Sites and our business. We take steps to ensure that your rights are safeguarded. For example, we may use information to:

- **To provide services to you.**
- **To provide our Sites and their functionalities to you.**
- **To provide you with location-specific services.** If you elect to share your location information with us, we may use that information to tailor options, functionalities, or offers related to your location.
- **To market our own services to you.** If you join our rewards programs and other special marketing campaigns, we may use your Personal Information including demographic information, birthday, personal preferences, purchase history, franchise locations you visit, and information about you from third-party sources—including your location information and online browsing across time and third-party sites—to send you real time, geographically relevant, and personalized offers, services, and promotions for our brands, affiliates, or third-party partners.
- **To conduct data analytics to support our Sites and business.**
- **To manage our business needs, such as monitoring, analyzing, and improving the services and the Sites' performance and functionality.** For example, we analyze website user behavior and conduct research and analysis about the way you and other users use our Sites.
- **To manage risk and protect the Sites and Facilities.** We use data to better protect our services, our Sites, our Facilities, and you by helping to detect and prevent fraud and abuse.
- **Tailor our offerings to your apparent interests.**
- **To operate and improve our business.**
- **To maintain our records.**
- **Conduct internal monitoring and training.**
- **Develop new services and products.**
- **Conduct processing necessary to fulfill other contractual obligations for you.**
- **To comply with our legal and regulatory obligations.** We may use your information as necessary to enforce the terms of our Sites and services to comply with all applicable laws and regulations.
- **For other purposes for which you provide your consent.** For other purposes which are disclosed to you at the time your information is collected or for purposes which can be inferred from or are obvious given the circumstances of collection.

If you apply to become a franchisee, we may also use your Personal Information to evaluate and communicate with you regarding the prospects of becoming a franchisee, including conducting interviews and performing background and reference checks.

5.0 Disclosure of Personal Information

We may disclose your Personal Information in the circumstances described below.

- **Employees and other personnel.** We may share Personal Information with our employees and personnel (such as contractors) who have a need to know the information for our business purposes.
- **Our affiliates.** We may disclose your Personal Information with our affiliates and between all Dine brands (including Applebee's, IHOP, and Fuzzy's) to serve you, including for the activities listed above.
- **Our franchisees.** We may disclose your Personal Information with Applebee's, IHOP, and Fuzzy's franchisees.
- **Service providers.** We may disclose your Personal Information to our vendors and other service providers, such as credit card processors and website hosts, that help us provide services, support features on our Sites or in restaurants, or otherwise market our brands.
- **Ad tech companies and other providers.** We may share or make available limited Personal Information (such as mobile device identifiers) with ad tech companies and other online service providers. When we share your Personal Information in this context, we follow applicable legal requirements, which may require that we provide opt-out rights or other individual rights.
- **Legal requirements and business transfers.** We may disclose Personal Information: (i) if we are required to do so by law, legal process, statute, rule, regulation, or professional standard, or to respond to a subpoena, search warrant, or other government official requests; (ii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss; (iii) in connection with an investigation of a complaint, security threat, or suspected or actual illegal activity; (iv) in connection with an internal audit; or (v) in the event that Dine is subject to mergers, acquisitions, joint ventures, sales of assets, reorganizations, divestitures, dissolutions, bankruptcies, liquidations, or other types of business transactions. In these types of transactions, Personal Information may be shared, sold, or transferred, and it may be used subsequently by a third party.
- **Other.** We may disclose Personal Information to third parties when explicitly requested by or consented to by you, or for the purposes for which you disclosed the Personal Information to us as indicated at the time and point of the disclosure (or as was obvious at the time and point of disclosure).

6.0 Your Choices

We offer certain choices about how we communicate with you and what Personal Information we may obtain about you and share with others.

- **Profile.** If you have created a profile or account on our Sites, you can update your contact information after you log into your account.
- **Email.** If you no longer wish to receive promotional or informational emails from us, you may opt out from receiving future emails from us by following the instructions for unsubscribing in the promotional or informational emails we send you or by contacting us at the email address or phone number below.

- **Rewards programs and marketing campaigns.** Your participation in our special rewards programs and other marketing campaigns is completely up to you, and if at any point you no longer wish to be a member or participate in these programs, you may opt out according to the instructions provided in the communication or by contacting us at privacydesk@dinebrands.com.
- **Cookies and other tracking technologies.** Our Sites use cookies and other tracking technologies, and you can change your preferences with respect to these technologies as further discussed in the “**Cookies and Other Tracking Technologies**” section below.
- **Do Not Track.** Because there currently is not an industry or legal standard for recognizing or honoring Do Not Track (“DNT”) signals, we do not respond to them at this time.
- **Location data.** You may opt out of having your location data collected by Dine at any time by editing the appropriate setting on your mobile device (which is usually located in the settings of your device) or by emailing privacydesk@dinebrands.com, if applicable.

7.0 De-Identified/Aggregate Information

Dine may collect, use, share, transfer, and otherwise process de-identified and aggregated information that it receives or creates for any purpose at its sole discretion, in compliance with applicable laws. Dine is the sole and exclusive owner of such de-identified and aggregated information, including if Dine de-identifies Personal Information so that it is no longer considered Personal Information under applicable laws.

8.0 Cookies and Other Tracking Technologies

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our Sites. The technologies we use for this automatic data collection may include cookies and web beacons that permit us to verify system and server integrity and generate statistics around the popularity of certain content. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our Sites, to enhance your experience through personalization, and to help us better understand the features of our Sites that you and other users are most interested in.

Website Delivery and Appearance – We may use third-party providers to enable certain customer interaction opportunities, content delivery (like audio or video), or other service capabilities. Examples include, but are not limited to, the following functionality:

- **Content Delivery:** We partner with service providers to host our Sites and deliver specific content in support of our Services. For example, we use Adobe Fonts to serve fonts on our Sites, which is governed by the [Adobe Privacy Policy](#).
- **Customer Interaction:** We enhance our customer interactions by offering features like Google Maps to locate our Facilities, which are governed by the terms, conditions, and policies of the underlying service provider. For example, please see [Google Maps End User Additional Terms of Service](#) and [Google’s Privacy Policy](#) for more information on how that feature operates.

Website Analytics and Session Replay – We use analytics and session replay services, that use cookies and other technologies that collect your Personal Information, to assist us with analyzing our Site traffic and usage to optimize, maintain, and secure our Sites and inform subsequent business decisions (e.g., advertising). These include, but are not limited to, the following third-party services:

- **Microsoft Clarity:** We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our Sites through behavioral metrics, heatmaps, and session replay to improve and market our services. Site usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).
- **Google Analytics:** To learn more about how Google uses data, visit [Google’s Privacy Policy](#) and Google’s page on “[How Google uses information from sites or apps that use our services](#).” You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).
- **Pixels:** We use Meta, TikTok, Reddit, Pinterest, X, LinkedIn, and other pixels to track user activity on our Sites and improve downstream offerings, including interest-based advertising for our services and those of our partners and service providers.

Interest-Based Advertising – We may also allow or enable third parties to collect Personal Information to provide their interest-based advertising on behalf of our products and services, or their own. Interest-based advertising occurs when advertisements are shown to you based on information collected from your online interactions over time and across multiple websites, devices, or online services that you visit or use. Some companies may engage in cross-context behavioral advertising to predict your preferences and show you advertisements that are most likely to be of interest or relevant to you.

We do not control these third parties’ collection or use of your information for these purposes, or the opt-out options they may individually offer you via their terms, conditions, and privacy policies. If you have any questions about an advertisement or other targeted content, you should contact the applicable provider directly. Examples of the third-party service providers we engage to serve interest-based advertisements include, but are not limited to, Google Ads (including Google Dynamic Remarketing, Google Signals, and DoubleClick), X advertising solutions (including X Analytics and X Advertising), Meta Ads (including Meta Pixels and Facebook advertising services), LinkedIn marketing solutions (including LinkedIn Ads and Analytics), and Microsoft advertising. It is in this context that we may provide advertising networks, data analytics providers, social networks, and video sharing platforms with Personal Information such as your IP address, device information, Internet and other electronic network activity information, and geolocation information in the last twelve months.

Selling Personal Information – We disclose Personal Information for monetary consideration and other benefits that could be deemed a “sale” under various data protection laws, because it is sometimes broadly defined to include activities such as the delivery of interest-based advertising on websites or allowing third parties to receive certain information such as cookies, IP address, and/or browsing behavior.

Cookie Choices – To manage your preferences with respect to these technologies, you can:

- Change your cookie preferences by clicking on the “Your Privacy Choices” link at the bottom of our Sites or by customizing your browser settings to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable certain cookies, please note that some parts of our Sites may not function properly. These settings may be lost and require reconfiguration if you delete your cookies.
- Block the collection and use of your information by online platforms and ad tech companies for the purpose of serving interest-based advertising by visiting the opt out pages of the self-regulatory programs of which those companies are members: [National Advertising Initiative](#) and [Digital Advertising Alliance](#) (or the [European Interactive Digital Advertising Alliance](#) if you are located in the European Economic Area). Please note that even if you opt out of interest-based advertising, you may still see “contextual” ads which are based on the context of what you are looking at on the websites and pages you visit.
- Review and execute any provider-specific instructions to customize your preferences or opt-out of certain processing, including interest-based advertising, by third-party service providers. For example, to opt-out of this type of advertising by Google, customize your ad preferences, or limit Google’s collection or use of your data, visit [Google’s Safety Center](#) and [Google’s Ad Settings](#) and follow [Google’s personalized ad opt-out instructions](#). Meta also offers an [Ad Preferences center](#) to customize your settings, as well as a [Privacy Policy](#) with additional information on how you can exercise your rights.

9.0 Social Media

We are active on social media including, but not limited to, Facebook, YouTube, Twitter/X, Instagram, and LinkedIn (“**Social Media**”). Anything you post on Social Media is public information and will not be treated confidentially. We may post (or re-post) on the Sites and our Social Media pages any comments or content that you post on our Social Media pages.

Our Sites allow you to connect and share data with Social Media platforms. These features may require us to use cookies, plug-ins, and APIs provided by such Social Media platforms to facilitate those communications and features. Our Sites may use advertising networks and services offered by Social Media platforms to deliver advertising content. Use of these services requires Social Media platforms to implement cookies or pixel tags to deliver ads to you while you access the Sites.

10.0 International Use and Cross-Border Data Transfers

If you are visiting our Sites from outside of the United States, please note that our Sites are hosted in the United States. Where permitted by applicable law, we may transfer the Personal Information we collect about you to the United States and other jurisdictions that may not be deemed to provide the same level of data protection as your home country, as necessary for the purposes set out in this Privacy Policy.

For individuals in the European Union, European Economic Area, Switzerland, and United Kingdom: Dine will only transfer Personal Information to third parties located outside of this region when it has ensured appropriate safeguards for such Personal Information through use of the standard contractual clauses or other lawful and approved methods. To request a copy of applicable cross-border data transfer agreements, please reach out using the information in the “**Contacting Us**” section.

[11.0 How Long We Retain Your Personal Information](#)

We will retain your Personal Information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless otherwise required by applicable laws. Criteria we will use to determine how long we will retain your Personal Information include whether we need your Personal Information to provide you with our Sites, Facilities, or other services; you have requested information from us; we have a legal right or obligation to continue to retain your Personal Information; we have an obligation to a third party that involves your Personal Information; our retention or recordkeeping policies and obligations dictate that we retain your Personal Information; or we have another business purpose for retaining your Personal Information.

[12.0 Third-Party Links](#)

Occasionally, at our discretion, we may include or offer third-party products or services on our apps. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. We urge you to read the privacy policies of other websites before submitting any information to those websites. Please be aware that to submit job application materials online to work with us, you will be redirected from our Sites to a website operated by our third-party service provider. You may be required to create an account with that vendor. We encourage you to review the terms and privacy policy posted on that vendor's website since this Privacy Policy does not govern your use of that website.

[13.0 How We Protect Your Personal Information](#)

Dine has implemented reasonable physical, technical, and administrative security standards to protect Personal Information from loss, misuse, alteration, or destruction. We strive to protect your Personal Information against unauthorized access, use, or disclosure, using security technologies and procedures, such as encryption and limited access; however, we cannot guarantee the security of Personal Information during its transmission or storage on our systems.

[14.0 Notice to California Residents](#)

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties' direct marketing purposes, if any.

To make such a request, send an email with the subject heading "California Privacy Rights" to privacydesk@dinebrands.com. In your request, please attest to the fact that you are a California resident and provide a current California address for our response. Please be aware that not all information sharing is covered by these California privacy rights requirements, and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

This section applies to our collection and use of Personal Information if you are a resident of California, as required by the California Consumer Privacy Act of 2018 and its implementing regulations, as amended by the California Privacy Rights Act (collectively, "CCPA"), where "Personal Information" has the definition set forth in the CCPA.

Dine makes the following disclosures regarding the Personal Information it has collected within the 12-month period preceding the Effective Date of this Privacy Policy:

Sources of Personal Information

We collect Personal Information from the categories of sources detailed in the "**How We May Collect Your Personal Information**" section above.

Use of Personal Information

We collect Personal Information for the business and commercial purposes detailed in the "**How We May Use Personal Information**" section above.

Disclosure of Personal Information

The categories of third parties to whom we disclose Personal Information for a business or commercial purpose are detailed in the "**Disclosure of Personal Information**" section above. The categories of third parties to whom we sell or share Personal Information are summarized in the chart below. We do not knowingly sell or share the Personal Information of minors under the age of 16.

<u>Category of Personal Information</u>	<u>Categories of Third Parties to Whom We Sell or Share Personal Information</u>	<u>Retention Period</u>
Identifiers	Third-party marketers and other third parties that set cookies and	We mostly retain this category of Personal Information for 1 year from the date of your last interaction with

	other online tracking technologies on our Sites.	us. However, in certain limited circumstances, such as to maintain records of guest relations issues, we retain this category of Personal Information for up to 6 years.
Personal Information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Sites.	We mostly retain this category of Personal Information for 1 year from the date of your last interaction with us. However, in certain limited circumstances, such as to maintain records of guest relations issues, we retain this category of Personal Information for up to 6 years.
Protected classification characteristics under California or federal law	We do not sell or share this category of Personal Information.	1 year from the date of your last interaction with us.
Commercial information	We do not sell or share this category of Personal Information	1 year from the date of your last interaction with us.
Internet or other similar network activity	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Sites.	Varies depending on the website and the type of cookie collecting this Personal Information, but generally no more than 2 years. One exception is a cookie associated with the Sitecore Content Management System, used for web analytics to identify repeat visits by unique users, that has a lifespan of 10 years.
Geolocation data	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Sites.	1 year from the date of your last interaction with us.
Sensory data	We do not sell or share this category of Personal Information.	60 days from the date of your last visit to our Facilities.
Inferences drawn from other Personal Information	We do not sell or share this category of Personal Information.	1 year from the date of your last interaction with us.
Professional or employment related information	We do not sell or share this category of Personal Information.	1 year from the date of your last interaction with us.
Sensitive Personal Information	We do not sell or share this category of Personal Information	1 year from the date of your last interaction with us.

15.0 Notice of Financial Incentive

This Notice of Financial Incentive is to provide you with additional information regarding financial incentives or price differences that we may provide in exchange for your Personal Information as required by the California Consumer Privacy Act, as amended by the California Privacy Rights Act (“CCPA”) and Colorado Privacy Act (“CPA”), as the foregoing laws pertain to “Financial Incentives” as defined by the CCPA or “Bona Fide Loyalty Programs” as defined by the CPA.

If you sign up for our Applebee’s, IHOP, or Fuzzy’s loyalty/marketing programs, you may receive credit for each dollar spent at participating restaurants, which can be redeemed for reward items or free food.

When you sign up for the Applebee’s marketing program at <https://www.applebees.com/en/sign-up>, we will ask you to submit the following Personal Information:

- First and last name
- Email address
- Phone number (optional)
- Zip code
- Preferred Applebee’s location
- Veteran or active duty status (optional)
- Birthday

When you sign up for the IHOP loyalty program (International Bank of Pancakes) at <https://www.ihop.com/rewards>, we will ask you to submit the following Personal Information:

- Email address
- First and last name
- Zip code
- Preferred IHOP location
- Phone number (optional)
- Birthday (optional)

When you sign up for the Fuzzy’s loyalty program at <https://fuzzystacoshop.com/rewards/>, we will ask you to submit the following Personal Information:

- Email
- Phone number
- First and last name
- Birthday
- Zip code
- Favorite location

No other information is necessary to sign up. We may sell or share the above Personal Information with our third party advertising partners for monetary or other valuable consideration and/or cross-context behavioral advertising, but we do not disclose any Personal

Information to data brokers. We also do not utilize any “Bona Fide Loyalty Program Partners” as such term is defined under the CPA to administer our loyalty/marketing program benefits.

Participating in our loyalty/marketing programs is entirely optional, and you may opt out at any time by emailing us at privacydesk@dinebrands.com or calling (866) 926-5019.

Please note that by opting out of our loyalty/marketing programs, you will no longer have access to your rewards account, if applicable, but you can otherwise continue to make in-restaurant purchases and use our Sites. All rewards you have earned until the time of withdrawal will no longer be available. If you make a request to delete your Personal Information, you may not be able to participate in our loyalty/marketing programs until you sign up again. This is because we need your Personal Information to administer the loyalty/marketing programs.

Based on our reasonable and good faith estimate, the value of Personal Information provided in connection with our loyalty/marketing programs is approximately equal to the relevant expenses related to the collection and retention of such Personal Information. Any difference in price or benefits provided to customers who participate in our loyalty/marketing programs is reasonably related to the value of the Personal Information provided.

[16.0 Notice to Individuals in the European Union, European Economic Area, Switzerland, and the United Kingdom](#)

This section provides additional information regarding Dine’s processing of Personal Information of individuals located in the European Union (“EU”), European Economic Area (“EEA”), Switzerland, and the United Kingdom (“UK”) in accordance with the EU General Data Protection Regulation, Swiss Federal Act on Data Protection, and UK Data Protection Act.

Legal Basis for Processing

Our legal basis for processing Personal Information depends on the Personal Information concerned and the context in which we process it. We may process Personal Information from you where we need it to perform a contract with you, where the processing is in our legitimate interests (including the purposes described in this Privacy Policy), where the processing is necessary for us to meet our applicable legal obligations, or if we otherwise have your consent.

Special Category Data

Dine does not intend to collect any Special Category Data, which is any data that reveals your racial or ethnic origin, political opinions, religious, moral, or philosophical beliefs, trade union membership, political views, genetics, biometrics for the purpose of identifying a person, and health or a person’s sex life and/or sexual orientation. Please refrain from sending us any Special Category Data.

[17.0 Your Privacy Rights and How to Exercise Them](#)

Depending on where you live, you may have the following rights with respect to your Personal Information under applicable data protection laws:

- *Access* – The right to request access to and obtain a copy of any Personal Information we have collected about you.
- *Deletion* – The right to delete your Personal Information that we have obtained, subject to certain exceptions.
- *Correction* – You may have the right to correct inaccuracies in your Personal Information.
- *Opt out of certain processing* – The right to: (a) opt out of the processing of your Personal Information for purposes of targeted or cross-context behavioral advertising, (b) opt out of the sale of your Personal Information, and (c) limit the use of your sensitive Personal Information (if applicable). We do not collect or process sensitive Personal Information outside of purposes permitted by law (such as section 7027(m) under the California Consumer Privacy Act Regulations), so we do not offer the option to limit its use.
- *Objection/Restriction of Processing* – The right to object or restrict us from processing your Personal Information in certain circumstances.
- *Withdraw Consent* – The right to withdraw your consent where we are relying on your consent to process your Personal Information.
- *Automated Decision-Making* – The right to know when you are subject to automated decision-making, the Personal Information used to render the decision, the principal factors and parameters involved in the decision, and human review or correction of the decision (or its underlying data, where appropriate). You may also have the right, depending on your location, to consent or opt out of (a) this automated decision-making or (b) any profiling in furtherance of decisions that produce legal or similarly significant effects. We do not profile you or other individuals in a manner that would result in legal or similarly significant effects, or engage in automated decision-making, so we do not offer an opt out of such activity.
- *Lodge a Complaint* – The right to lodge a complaint with a supervisory authority or other regulatory agency if you believe we have violated any of the rights afforded to you under applicable data protection laws. We encourage you to first reach out to us, so we have an opportunity to address your concerns directly.

To exercise any of the privacy rights afforded to you under applicable data protection laws, please submit a request to us by one of the following methods:

- Calling us toll free at (866) 926-5019
- Submitting a request through our [webform](#).

To opt out of the selling, sharing, or otherwise disclosing of your Personal Information for targeted advertising purposes, please: (1) toggle “Advertising Cookies” off through the “Your Privacy Choices” link at the footer of our Sites and (2) submit a “Do Not Sell or Share My Personal Information” request, as may be provided for under applicable law, through our Privacy Web Form. If you choose to use an Opt-Out Preference Signal (e.g., Global Privacy Control), you will need to turn it on for each supported browser or browser extension you use.

You will not be discriminated against in any way for exercising your rights listed in this Privacy Policy, which means we will not deny goods or services to you, provide different prices or rates for goods or services to you, or provide a different level or quality of goods or services to you. Only you, or an authorized agent that you authorize to act on your behalf, may make a request related to your Personal Information.

We must verify your identity before fulfilling your requests, and if we cannot verify your identity, we may request additional information from you. If you are an authorized agent making a request on behalf of another person, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney. We endeavor to respond to requests within the time period required by applicable law. If we require more time, we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your requests unless they are excessive or repetitive. If we determine that a request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. We may deny certain requests, or only fulfill some in part, as permitted or required by law. If you are not satisfied with the resolution of your request and you are afforded a right to appeal such decision, you will be notified of our appeal process in our response to your request.

[18.0 Children’s Information](#)

Our Sites are not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Sites. We do not knowingly collect Personal Information from children under 13. If you are under 13, do not use or provide any information on the Sites or on or through any of its features, including your name, address, telephone number, email address, or any username you may use. If we learn we have collected or received Personal Information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at privacydesk@dinebrands.com.

[19.0 Changes to Our Privacy Policy](#)

We may change this Privacy Policy from time to time, and we will post any changes on this page. Each version of this Privacy Policy is identified at the top of the page by its Effective Date. If we make material changes to how we treat our users' Personal Information, we may notify you by email to the primary email address specified in your account and/or through a notice on our Sites' home pages. You are responsible for ensuring we have an up-to-date active and

deliverable email address for you and for periodically visiting our Sites and this Privacy Policy to check for any changes.

[20.0 Contacting Us](#)

For any questions, or to request further information regarding this Privacy Policy, please contact us at privacydesk@dinebrands.com. You may also call (866) 926-5019 for telephonic assistance.