

Privacy Notice

Our Privacy Notice (the "Notice") describes the information we collect from and about you during your visit to our online interfaces, (including websites, mobile applications, social media or other digital channels), or via your in-restaurant interactions, and through your interaction with in-restaurant devices owned or controlled by us (collectively), It also describes how we use information about you, and with whom we share it. This Notice applies only to those interfaces that link directly to this Notice.

The terms "we," "our," and "us" in this Notice refer to Gulf Coast Restaurant Group and its family of companies. It's important to know that our websites may contain links to third party sites not controlled by Gulf Coast Restaurant Group or covered by this Notice. We recommend that you check the privacy statements of other sites you visit before providing any personal information.

Personal Information We Collect

We collect Personal Information ("PI") about you from the information you provide to us when you visit our Site. This information includes:

- Internet Protocol (IP) Address and/or domain;
- Geo-location of your computer or mobile device;
- Mobile carrier and/or Internet Service Provider;
- Other personal information you may provide to us.

We use personal information collected online for various functions, which may include:

- Offer and provide products and services to you;
- Communicate about, and administer your participation in, special events, programs, rewards, surveys, contests, sweepstakes, and other offers or promotions;
- Respond to and communicate with you about your requests, concerns, questions and comments;
- Operate, evaluate and improve our business
- Perform data analyses

Comply with and enforce applicable legal requirements, relevant industry standards and our policies.

To the extent permitted by applicable law and with your consent where required, we also use information collected through automated means for purposes such as (i) customizing our users' visits to our Site, (ii) delivering content (including advertising) tailored to our users' interests and the manner in which our users browse our Site, and (iii) managing our Site and other aspects of our business. To the extent permitted by applicable law, we also may use this information to provide you with ads about our products when you browse this and other websites.

How Personal Information Is Shared

Unless you ask or authorize us to do so, or as otherwise stated in this Privacy Policy, we do not trade, rent, sell, or share your Personal Information collected from this website or through your use of the Services with non-affiliated third parties. We may share the personal information we collect about you with third parties, such as companies performing services on our behalf to provide the products to engage with you on social platforms, or market to you.

We may share your personal information within the Gulf Coast Restaurant Group of restaurants. The Gulf Coast Restaurant Group currently includes Half Shell Oyster House, Southern Pearl Oyster House, Rack House Steaks & Spirits, Coast Foods, Deer Island Oyster Company, as well as our affiliates, and subsidiaries. Members of the Gulf Coast Restaurant Group who receive this information from us are not authorized to use or share the information, except as set out in this privacy statement.

Third Parties

In order to serve you, we share your Personal Information with service providers or third parties that perform functions on our behalf.

We may share your personal information with vendors or third parties who provide services to us, such as fulfilling orders, providing data processing and other information technology services, managing promotions, managing any rewards programs, surveys, contests, carrying out research and analysis, and personalizing individual Gulf Coast Restaurant Group customer experiences. We do not allow these vendors to use this information or to share it for any purpose other than as allowed by law or to provide services on our behalf or on an aggregated basis for statistical, benchmarking, or other analytical services.

As permitted by law, we also share information collected about you with companies with whom we have formal agreements to conduct analysis, engage in customer research, benchmarking, and to improve our products or services.

We may, for strategic or other business reasons, decide to sell or transfer all or part of our business. As part of that sale or transfer, we may pass information we have collected and stored, including personal information, to anyone involved in the sale or transfer.

Compliance With Laws

We may disclose your Personal Information and other information to third parties, including governmental authorities, to comply with any applicable law, regulation, legal process, or enforceable governmental request, or if we believe in good faith that such disclosure is necessary to protect against harm to the rights, property or safety of Gulf Coast Restaurant Group, our customers, or the public as required or permitted by law (especially in emergency situations).

Information collected via Cookies

We use a variety of technologies, including cookies, to collect information about your online/mobile activity when you visit our Site(s). Cookies are small text files that a website server stores on your computer or device. They're typically used to monitor website traffic, and help us better customize our site for your individual preferences.

You can disable cookies by making the appropriate selection from your browser options to inform you when cookies are set or to prevent cookies from being set. However, if you choose to disable or delete cookies, you may limit the functionality we can provide when you visit our site.

Interest-Based Advertising

The third parties we contract with may use cookies or other technologies to gather interest-based information to customize the ads you see. This information may be combined and linked with data from other sources. Neither the third parties nor Gulf Coast Restaurant Group collects any personally information (PI) through these cookies. We may also use aggregate data to display ads or content that may interest you.

Device-Based Advertising

We may also use device information, particularly in mobile advertising, to help deliver our ads and measure ad campaign effectiveness. Gulf Coast Restaurant Group and the companies we work with may collect some certain information when you visit one of our sites or see our ads. Compiling and comparing this information creates a unique ID for individual devices and can be "matched" to the same information on other sites or mobile applications. Some companies we work with are also able to associate related devices into households based on common characteristics, such as IP addresses.

"Do Not Track" Signals

We do not respond to Web browser "Do Not Track" signals at this time. To prevent us or third parties from tracking, you can access your browser settings and disable or delete your cookies.

Personal Information About Children

We do not knowingly collect or maintain personal information about children under the age of 13 unless the personal information is provided by a parent, legal guardian or authorized adult. Our websites are not intended for children under 13. Visit the Federal Trade Commission website for more information on the Children's Online Privacy Protection Act (COPPA). Gulf Coast Restaurant Group does not share the personal information of minors under 16 years of age.

Public Forums Available On Our Sites And Social Media

Public forums are available on our Sites, and they may include text, photographs and videos or other file formats that are accessible to the general public. Unless we tell you otherwise, any information you disclose in these areas may become public information.

We also provide experiences through social media sites such as Facebook, Twitter, LinkedIn, YouTube and other similar social sharing sites. Any and all information you share on these Social Media sites may be subject to re-sharing and is visible to any visitor to these sites. Refer to each social media site for their Terms of Use and Privacy Policies.

Changes to this Notice

This Notice is effective March 8, 2021. We reserve the right to modify this Notice at any time for any reason at our discretion. Any change to this Notice will be posted on our Sites and your continued use of such Site shall be deemed your acceptance of any modified terms.