



## Privacy Policy

We have created this privacy policy to demonstrate our firm commitment to your privacy and the protection of your information.

### **JW Steakhouse emails**

Our email marketing is permission based. If you received a mailing from us, our records indicate that (a) you have expressly shared this address for the purpose of receiving information in the future ("opt-in"), or (b) you have registered or otherwise have an existing relationship with us. We respect your time and attention by controlling the frequency of our mailings.

If you believe 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 [email@jwsteakhouse.net](mailto:email@jwsteakhouse.net) for review.

### **Opt Out**

Each email sent contains an easy, automated way for you to cease receiving email from us, or to change your expressed interests. If you wish to do this, simply opt out of future emails.

### **Privacy protection**

We use appropriate security measures to protect against the loss, misuse and alteration of data used by our system.

### **Information Sharing**

We will never share, sell, or rent individual personal information with anyone for their promotional use. 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.

### **Information Tracking**

When we send you emails, we may include a web beacon to allow us to determine the number of people who open our emails. When you click on a link in an email, we may record this individual response to allow us to customize our offerings to you. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed, and a description of the page on which the Web Beacon resides (the URL).

Web Beacons can be refused when delivered via email. If you do not wish to receive Web Beacons via email, you will need to disable HTML images or refuse HTML (select Text only) emails via your email software.

### **Website Host Data Gathering**

The website host does not collect personal information about JW Steakhouse customers. The data that the website host does collect is aggregated, which means that they cannot identify nor define the activities of any individual.

The website host does track—and provide JW Steakhouse the following in Site Reports—by using cookies or machine information:

- Web site traffic information, which includes unique users and page views.
- The kinds and versions of the Web browsers that visitors use.
- The entry, most-requested, and exit pages used.
- The referring domains that visitors use in coming to website.
- The search engines that visitors use to come to website by direct clicks.

The primary purpose in gathering this information is to obtain site statistics. The website host may use this information to develop a cumulative view of traffic coming to hosted sites to help improve their services.

### **Privacy Policy Change History**

This policy was created on February 2009.