

NYC THIN CRUST

CALIFORNIA PRIVACY NOTICE (CPRA)

Effective Date: 01/01/2026

This California Privacy Notice ("**California Privacy Notice**") supplements the **NYC Thin Crust Privacy Policy** and applies **solely to residents of the State of California ("Consumers")** as required by the California Privacy Rights Act ("**CPRA**").

This Notice describes the categories of personal information we collect, how we use and share that information, and the rights California residents have with respect to their personal information.

Unless otherwise stated, terms used in this California Privacy Notice have the same meaning as in our Privacy Policy.

1. BUSINESS AND DATA CONTROLLERS

NYC Thin Crust operates as a brand name and digital ordering platform (the "Platform"). Each independently owned and operated restaurant using the Platform (each, an "Operating Entity") is the **business and primary data controller** for personal information collected in connection with orders and restaurant-specific interactions.

NYC Thin Crust provides the Platform and related technology services and processes personal information as necessary to operate, maintain, secure, and improve the Services.

2. CATEGORIES OF PERSONAL INFORMATION WE COLLECT

Within the last twelve (12) months, we may have collected the following categories of personal information, as defined under the CPRA:

- **Identifiers**
(e.g., name, email address, phone number, IP address)
- **Personal Records Information**
(e.g., contact details, account information)
- **Commercial Information**
(e.g., order history, transaction details, loyalty participation)

- **Geolocation Data**
(approximate location based on device or order information)
- **Internet or Network Activity**
(e.g., interactions with the Platform, device and browser data)
- **Inferences**
(e.g., preferences or trends derived from order or usage history)

We do **not** knowingly collect personal information from children under 13.

3. SOURCES OF PERSONAL INFORMATION

We collect personal information from the following sources:

- Directly from you (e.g., when placing an order or creating an account)
- Automatically through your use of the Services
- From service providers that help operate the Platform (e.g., payment processors, analytics providers)
- From third-party platforms you choose to connect or use (e.g., Apple Pay, Google Pay)

4. PURPOSES FOR COLLECTING AND USING PERSONAL INFORMATION

We collect and use personal information for the following business and commercial purposes:

- Providing and fulfilling orders and Services
- Operating and supporting the Platform
- Personalizing guest experiences
- Communications (transactional and, where permitted, marketing)
- Security, fraud prevention, and compliance
- Analytics and service improvement
- Legal and operational purposes

5. SHARING AND DISCLOSURE OF PERSONAL INFORMATION

We may disclose personal information to:

- Operating Entities fulfilling your orders
- Service providers performing services on our behalf
- Payment processors and technology partners

- Analytics and security providers
- Government or regulatory authorities where required by law

Sale or Sharing of Personal Information

- **We do not sell personal information.**
- We do not share personal information for **cross-context behavioral advertising** as defined by the CPRA.

6. SENSITIVE PERSONAL INFORMATION

We do not use or disclose sensitive personal information for purposes other than those permitted under the CPRA, such as providing the Services or ensuring security and compliance.

7. DATA RETENTION

We retain personal information **only as long as reasonably necessary** to fulfill the purposes described in our Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements.

8. YOUR CALIFORNIA PRIVACY RIGHTS

California residents have the right to:

- **Right to Know** – request details about personal information collected, used, or disclosed
- **Right to Delete** – request deletion of personal information (subject to legal exceptions)
- **Right to Correct** – request correction of inaccurate personal information
- **Right to Limit** – limit the use of sensitive personal information (where applicable)
- **Right to Opt Out** – opt out of the sale or sharing of personal information (if applicable)
- **Right to Non-Discrimination** – not receive discriminatory treatment for exercising rights

9. HOW TO EXERCISE YOUR RIGHTS

You may submit a privacy rights request by contacting us at:

Email: support@nycthincrust.com

Subject Line: "California Privacy Rights Request"

We may need to verify your identity before processing your request.
You may designate an authorized agent to make a request on your behalf in accordance with applicable law.

10. UPDATES TO THIS CALIFORNIA PRIVACY NOTICE

We may update this California Privacy Notice from time to time. The effective date at the top indicates when it was last updated. Continued use of the Services after an update constitutes acceptance of the revised Notice.

11. CONTACT INFORMATION

If you have questions about this California Privacy Notice or our privacy practices, contact:

NYC THIN CRUST

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New York, NY 10010

212.807.7800

support@nycthincrust.com