



PRIVACY POLICY

Effective from: 1.09.2020

1. DEFINITIONS OF ROLES

We — AmRest Sp. z o.o. with its registered office in Wrocław 53-332, Powstańców Śląskich 15-17 St.

You — our Customer, i.e. a natural person visiting the given Website or using one or more services or functionalities described in the Policy, whose personal data we process for at least one of the purposes specified in the privacy policy.

Personal Data — information about a natural person, identified or identifiable using one or several specific factors defining the physical, physiological, genetic, psychological, economic, cultural or social identity, including IP of the device, location data, online ID and information collected through cookies and other similar technology.

Website — an online website maintained by the Controller at www.pizzahut.pl, www.kfc.pl or www.burgerking.pl and related applications available for mobile devices.

GDPR — Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

Policy — this Privacy Policy.

User — any natural person visiting the Website or using one or more services or functionalities described in the Policy.

2. PURPOSE OF THIS POLICY

- 2.1.** We attach great importance to protecting your privacy and your Personal Data. When processing your Personal Data, we ensure their security.
- 2.2.** We would like to explain how we use your Personal Data in connection with your use of our Websites, including placement of orders via the Websites and by telephone, creation and maintenance of your user account, your participation in the My Pizza Hut programme, as well as providing answers to your inquiries, complaints and suggestions and in connection with the marketing information being addressed to you. This Policy also contains information about your rights in connection with the fact that we process your Personal Data and how you can use these rights.

3. PERSONAL DATA CONTROLLER

The Controller of your Personal Data is AmRest Spółka z o.o. with its registered office in Wrocław 53-332, Powstańców Śląskich 15-17 St., e-mail: kontakt@amrest.eu, telephone No: 71 3861000.

The part of the restaurant under the “Burger King” brand is operated by BK See Poland S.A. with its registered office in Warsaw 01-141, at ul. Wolska 88. There might be situations when you will be using the www.burgerking.pl website in connection with a visit or order from the restaurant operated by BK See Poland S.A. or when your image will be recorded by the monitoring system used in a given restaurant. In such a case, you will be informed about the identity of your Personal Data Controller, as well as about the rules of your Personal Data processing in connection with your visit to a particular restaurant.

4. PERSONAL DATA PROCESSING — USE OF THE WEBSITE

- 4.1.** Personal Data of all Website Users (including IP address or other IDs and information collected through cookies or other similar technologies) who are not registered (i.e. do not have a profile on the Website) are processed by the Controller for the following purposes:
- **provision of services by electronic means** insofar as the contents stored on the Website are made available to Users — in such a case, the legal basis for processing is the necessity of the processing for performance of the agreement (Article 6 paragraph 1 point b of GDPR);
 - **analytical and statistical purposes** — in such a case, the legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in analysing User activities and their preferences in order to improve the functionalities applied and the services provided;
 - **handling inquiries, complaints or suggestions** — in such a case, the legal basis for the processing of the aforementioned data is its necessity for performance of the agreement (Article 6 paragraph 1 point b of GDPR) or our legitimate interest in providing answers (Article 6 paragraph 1 point f).
 - **possible establishment and pursuit of claims** or defence against claims — the legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in protection of its rights;
 - **marketing purposes** of the Controller and other entities, in particular related to the presentation of behavioural advertising — the rules for the processing of Personal Data for marketing purposes are described in the **MARKETING** section.
- 4.2.** The User's activity on the Website, including their Personal Data, is recorded in system logs (a special computer programme used to store the chronological record containing information about events and activities which concern the IT system used for the provision of services by the Controller). The information collected in the logs is processed primarily for the purpose of providing services. The Controller also processes it for technical and administrative purposes, to ensure the security of and manage the IT system, as well as for analytical and statistical purposes — in this respect, the legal basis for processing is the legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR).

5. PERSONAL DATA PROCESSING — REGISTRATION ON THE WEBSITE / LOYALTY SCHEMES

Persons registering on the Website (if such a functionality is provided for) are asked to provide the data necessary for the creation and operation of an account. In order to facilitate service, the User may provide additional data in the Customer's panel, thereby expressing their consent to their processing. Such data may be removed at any time. The provision of data marked as mandatory is required for the purpose of creating and operating the account, and failure to provide them results in a lack of possibility to create an account. The provision of other data is voluntary. Personal data are processed for the following purposes:

- **maintaining and operating the User account** on a given website, on the terms described in the regulations, and to enable participation in the My Pizza Hut programme. For the purpose of executing the agreement on maintenance and operation of your KFC and Pizza Hut User account (if you decide to create it) and, if you decide to register the card and participate in the My Pizza Hut programme, for the purpose of executing the agreement on your participation in the My Pizza Hut programme, we will process your Personal Data provided by you in the registration form. The legal basis for the processing of the aforementioned data is the necessity to implement the agreement on the user account or My Pizza Hut programme and to take action at your request (Article 6 paragraph 1 point b of GDPR), and in terms of data provided optionally, the legal basis for the processing is consent (Article 6 paragraph 1 point a of GDPR);

- **analytical and statistical purposes** — the legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in analysing User activities on the Website and the manner in which they use the account, as well as User preferences in order to improve the functionalities applied;
- **satisfaction surveys** of our Customers and determining the quality of our services. In order to examine the satisfaction of our Customers and to determine the quality of our service, we will process your data indicated in the questionnaire which we may ask you to complete or provided during a telephone call. The legal basis for processing of these data is our legitimate interest in obtaining relevant information in order to improve the quality of our products and services (Article 6 paragraph 1 point f);
- **possible establishment and pursuit of claims** or defence against claims — the legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in protection of its rights;
- **marketing purposes** of the Controller and other entities — the rules for the processing of Personal Data for marketing purposes are described in the **MARKETING** section.

6. PERSONAL DATA PROCESSING — ORDER PLACEMENT

Placement of an order (purchase of goods or services) by a Website User (if the given Website provides for such a functionality) involves the processing of their Personal Data. The provision of data marked as mandatory is required for the purpose of accepting and handling the order, and failure to provide them results in a lack of possibility to fulfil the order. The provision of other data is voluntary. Personal data are processed for the following purposes:

- **fulfilment of your order** — the legal basis for the processing is its necessity to implement the agreement and to take action at your request (Article 6 paragraph 1 point b of GDPR), and in terms of data provided optionally, the legal basis for the processing is consent (Article 6 paragraph 1 point a of GDPR);
- **analytical and statistical purposes** — the legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in analysing User activities on the Website, as well as purchasing preferences of Users in order to improve the functionalities applied;
- **fulfilment of the obligations imposed on us by law**, e.g. by the Accounting Act or tax regulations (e.g. issuance and storage of invoices and accounting documents); we will process your data from the order, from the User account (if you have it) and My Pizza Hut programme card (if you are participating in the programme). The legal basis for the processing of the aforementioned data is the legal obligation imposed on us (Article 6 paragraph 1 point c of GDPR);
- **establishment and pursuit of claims** as well as defence against claims. In order to establish or pursue claims and to defend against such claims, we will process your data from the order, the User account (if you have it) and My Pizza Hut programme card (if you are participating in the programme), as well as data related to complaints. The legal basis for processing of these data is our legitimate interest in being able to establish and pursue claims or defend against such claims (Article 6 paragraph 1 point f of GDPR);
- **handling inquiries, complaints or suggestions** — to this end, we will process your data provided in the inquiry, complaint or suggestion. The legal basis for the processing of these data is its necessity for performance of the agreement (Article 6 paragraph 1 point b of GDPR) or our legitimate interest in providing answers (Article 6 paragraph 1 point f).
- **satisfaction surveys** of our Customers and determining the quality of our services. In order to examine the satisfaction of our Customers and to determine the quality of our service, we will process your data indicated in the questionnaire which we may ask you to complete. The legal basis for processing of the aforementioned data is our legitimate interest in obtaining relevant information in order to improve the quality of our products and services (Article 6 paragraph 1 point f).

7. MARKETING

- 7.1.** The Controller processes Personal Data of Users for the purpose of carrying out marketing activities, which may consist of:
- displaying marketing content for the User without adapting it to their preferences (contextual advertising);
 - displaying marketing content for the User, corresponding to their interests (behavioural advertising);
 - conducting other activities related to direct marketing of goods and services (sending commercial information by electronic means), including sending email notifications about interesting offers or content, which in some cases contain commercial information (the newsletter service).
- 7.2.** Analysis of preferences and behaviours and creating a Customer profile for marketing purposes (profiling) and direct marketing.
- **Analysis and profiling** for marketing purposes — we will create your Customer profile (profiling) to learn about your personal preferences and behaviours in order to provide you with information about products, news and promotions offered by us, which we think might interest you and are tailored to your needs. In order to create the profile, we or our trusted partners will process Personal Data provided by you directly or resulting from your activity on the Website. The list of our trusted partners, a description of the tools they use and links to their privacy policies are contained in item 8 of the Policy;
 - **Direct marketing** — we will process your data for the purpose of direct marketing, i.e. informing you about our products, news and promotions;

The legal basis for the processing of the aforementioned data is our legitimate interest in examining your preferences and behaviours for the purpose of preparing and presenting information about our products, news and promotions that we think might interest you and are tailored to your needs (profiling) as well as direct marketing of our products and services (Article 6 paragraph 1 point f of GDPR).

- 7.3.** Marketing communication — we will be sending you marketing messages about products, news and promotions offered by us via those communication channels (e.g. email, text messages) which you have already previously granted voluntary consent to. You may withdraw this consent at any time, as easily as it was granted. Withdrawal of consent shall not affect the legality of actions taken before its withdrawal.

SOCIAL NETWORKS — the Controller processes Personal Data of Users visiting the profiles of the Controller in social media (Facebook, YouTube, Twitter, Instagram) or leaving information about the Controller's activities on other websites, e.g. Google. These data are processed only in connection with the management of the profile as well as for the purpose of:

- **informing Users about the activity** of the Controller and promoting various types of events, services and products. The legal basis for the processing of Personal Data by the Controller for this purpose is its legitimate interest (Article 6 paragraph 1 point f of GDPR), consisting in promotion of own brand;
- **satisfaction surveys** of our Customers and determining the quality of our services. The legal basis for processing of the aforementioned data is our legitimate interest in obtaining relevant information in order to improve the quality of our products and services (Article 6 paragraph 1 point f).

In the context of using our social media profiles, transfer of data outside the EEA may take place. More information on this subject is available on our social media profiles.

8. COOKIES

Cookies are small text files installed on the device of the User browsing the Website. Cookies collect information that facilitates the use of the website, e.g. by remembering the User's visits to the Website and their activities.

- 8.1. SERVICE COOKIES** — the Controller uses so-called service cookies primarily in order to provide the User with electronic services and to improve the quality of these services. Therefore, the Controller and other entities providing analytical and statistical services to the Controller use cookies, storing information or

obtaining access to information already stored on the User's telecommunications terminal (computer, telephone, tablet, etc.). Cookies used for this purpose include:

- User input cookies (session ID) for the duration of the session;
- authentication cookies used for services requiring authentication for the duration of the session;
- User centric security cookies security cookies, e.g. used for detection of authentication abuse;
- multimedia player session cookies (e.g. flash player cookies), for the duration of the session;
- User interface customisation cookies used to personalise the user interface for the duration of the session or a little longer.

8.2. MARKETING COOKIES — the Controller and its trusted partners also use cookies for marketing purposes, including in connection with presenting behavioural advertising to Users. To this end, the Controller and its trusted partners store information or obtain access to information already stored on the User's telecommunications terminal (computer, telephone, tablet, etc.).

8.3. ANALYTICAL AND MARKETING TOOLS USED BY THE CONTROLLER — The Controller and its Partners use different solutions and tools for analytical and marketing purposes. The basic information about these tools is provided below. Details in this respect can be found in the privacy policy of the given partner.

- **GOOGLE ANALYTICS** — cookies used by Google to analyse how the User uses the Website, to create statistics and reports on the functioning of the Website. Google does not use the data collected to identify the User and does not combine this information in order to allow for identification. More information is available [HERE](#)
- **GOOGLE ADS** — a tool for measuring the effectiveness of advertising campaigns carried out by the Controller, allowing for the analytics of data such as keywords and the number of unique users. The Google AdWords platform also allows for displaying our adverts to individuals who have visited the Website in the past. More information is available [HERE](#)
- **FIREBASE** — a platform for collecting data on website users and in mobile applications. The platform collects data on user traffic, the frequency of visits and transactions carried out on the website or in the application. The tool presents the collected data and allows for them to be analysed. More information is available [HERE](#)
- **DOUBLE CLICK FLOODLIGHT** — a tool for measuring the effectiveness of advertising campaigns carried out by the Controller (Ads campaigns) and for analysing their results. More information is available [HERE](#)
- **ADFORM** — a platform supporting comprehensive management of display-type digital advertisements. It allows for collection of data from own brand advertising campaigns, as well as campaigns carried out by third-party suppliers. The database allows for the creation of segments of customers with individual preferences and sending them content on the basis of their interests. More information is available [HERE](#)
- **CRITEO** — a tool commonly used in the online commerce industry, which enables the collection of information on customers who have had contact with the brand via digital media (e.g. website), but have not decided to make a purchase. Criteo allows for reaching the customers once again, offering them more attractive content tailored to their needs. More information is available [HERE](#)
- **FACEBOOK PIXELS** — a tool for measuring the effectiveness of advertising campaigns implemented by the Controller on Facebook. The tool allows for advanced data analysts to optimise the Controller's activities, also using other tools offered by Facebook. More information is available [HERE](#)
- **SOCIAL PLUG-INS** — social media (Facebook, Google+, LinkedIn, Twitter) plug-ins allow the user to share content published on the Website in the selected social network. The use of plug-ins on the Website results in the social network receiving information about the use of the Website by the User and being able to assign it to the User profile created in the relevant social network. The Controller is

not aware of the purpose and scope of data collection by social networks. More information is available here: [FB](#), [Google](#), [LinkedIn](#), [Twitter](#)

9. MANAGING COOKIE SETTINGS

- 9.1. The use of cookies for collection of data, including access to data saved on the User's device, requires the consent of the User. This consent may be withdrawn at any time. The registration form contains clearly marked boxes the completion of which is compulsory.
- 9.2. The authorisation is not required only in the case of cookies whose use is necessary for the provision of a telecommunications service (data transmission to display content).
- 9.3. Withdrawal of the consent to use cookies is possible via browser settings. For more information, please follow these links: [Internet Explorer](#), [Mozilla Firefox](#), [Google Chrome](#), [Opera](#), [Safari](#)
- 9.4. The User may, at any time, verify the status of their current privacy settings for their browser using the tools available [HERE](#) and [HERE](#).

10. OTHER PROCESSING CASES AND PURPOSES

10.1. EMAIL AND TRADITIONAL CORRESPONDENCE

In the case of sending the Controller, via email or traditional mail, correspondence not connected with the services provided to the sender or any other agreement concluded with them, the Personal Data contained in this correspondence shall be processed solely for the purpose of communication and resolution of the issue in question.

The legal basis for processing is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in exchange of correspondence addressed to it in connection with its business activity.

The Controller shall only process Personal Data relevant to the case in question. All correspondence shall be stored in such a way as to ensure the security of Personal Data (and other information) contained therein and disclosed only to authorised persons.

10.2. TELEPHONE CONTACT

In the event of contacting the Controller by telephone, in matters not related to the concluded agreement or the services provided, the Controller may request that Personal Data be provided only when necessary for the handling of the case in question. The legal basis in such a situation is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in the need to resolve the reported case, related to its business activity. Personal data in the form of a recorded call are processed for the following purposes:

- related to customer and stakeholder service — the legal basis for the processing of data is to provide services via telephone (Article 6 paragraph 1 point b of the General Data Protection Regulation);
- monitoring the service quality — the legal basis for the processing is fulfilment of a legitimate interest (Article 6 paragraph 1 point f of the General Data Protection Regulation); the legitimate interest of the Controller is to ensure the highest quality of the services provided.

10.3. CCTV MONITORING

In order to ensure the security of people and property, the Controller shall use CCTV monitoring on its premises and in restaurants. The data thus collected are not used for any other purpose.

Personal Data stored in connection with ongoing CCTV monitoring are processed in order to ensure security and order on the premises and possibly for defence against claims or pursuit of claims. The processing of Personal

Data shall be based on legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in ensuring the security of persons occupying the buildings and the area managed by the Controller, including ensuring safety of employees and guests and ensuring security of the Controller's assets and protection of its rights.

10.4. COLLECTION OF DATA IN CONNECTION WITH THE PROVISION OF SERVICES OR EXECUTION OF OTHER AGREEMENTS

In the event of data collection for purposes related to the conclusion or execution of a specific agreement, the Controller shall communicate to the Data Subject the details on the processing of their Personal Data at the time of conclusion of the agreement. The processing of Personal Data is based on the conclusion or execution of an agreement (Article 6 paragraph 1 point b of GDPR).

10.5. DATA COLLECTION IN OTHER CASES

In connection with its activity, the Controller also collects Personal Data in other cases, e.g. during business meetings, at industry events or through exchange of business cards — for the purpose of initiating and maintaining business contacts. The legal basis for processing in this case is legitimate interest of the Controller (Article 6 paragraph 1 point f of GDPR), consisting in creation of a contact network in connection with its activity. Personal Data collected in such cases shall be processed solely for the purpose for which they were collected and the Controller shall ensure that they are adequately protected.

Personal Data will be processed in an IT environment, which means that they may also be temporarily stored and processed in order to ensure the security and correct functioning of the IT systems, e.g. in connection with the creation of backup copies, tests of changes in IT systems, detection of irregularities or protection against fraud and attacks.

11. AUTOMATED DECISION-MAKING

We will not make decisions in relation to you which would rely solely on automated processing of your data and would have a legal effect on you or otherwise affect you in a serious manner.

12. TRANSFER OF YOUR PERSONAL DATA

We will transfer your data to entities that operate upon our order, i.e. service providers and suppliers of IT solutions, marketing agencies and media houses, couriers, legal and administrative service providers, entities performing customer satisfaction surveys upon our order, as well as entities supporting us in the area of customer service (e.g. call centres). We will also transfer your ID and contact details to payment service providers in order to enable them to execute your payment for the order.

12.1. TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES (OUTSIDE THE EUROPEAN ECONOMIC AREA)

The level of protection of Personal Data outside the European Economic Area (EEA) is different from that provided by European law. For this reason, the Controller shall transfer Personal Data outside the EEA only if necessary and upon ensuring adequate protection, in particular through:

- cooperation with Personal Data processors in countries for which a relevant European Commission Decision has been issued;
- application of standard contractual clauses issued by the European Commission;
- application of binding corporate rules approved by the competent supervisory authority;
- in the event of transfer of data to the USA — cooperation with the participants of the Privacy Shield, a programme approved by a European Commission Decision.

The Controller shall always inform about the intention to transfer Personal Data outside the EEA at the stage of data collection.

13. PERSONAL DATA RETENTION PERIOD

The period of data processing by the Controller depends on the nature of the service provided and the purpose of processing. As a general rule, data shall be processed for the time of provision of the service or execution of the order, until withdrawal of the granted consent or filing of an effective objection to the processing of data in cases where the legal basis for the processing of data is legitimate interest of the Controller.

The data processing period may be extended where processing is necessary to determine and pursue any claims or for defence against claims, and after this period — only if and to the extent that such processing is legally required. After the end of the processing period, data shall be irretrievably deleted or rendered anonymous.

14. YOUR RIGHTS DUE TO THE PROCESSING OF YOUR PERSONAL DATA

You have the following rights:

- **objection to data processing for marketing purposes:** you have the right to object, at any time, to the processing of your data for marketing purposes, including profiling;
- **objection to data processing due to your particular situation:** you have the right to object, at any time, to the processing of your data for the purpose of realisation of our legitimate interest (other than marketing) for reasons related to your particular situation. In such a case, you should indicate this particular situation which, in your view, justifies the cessation of our processing of your data covered by the objection;
- **the right obtain a confirmation** of whether we are processing your personal data and the right to access such data and copies thereof;
- **the right to request rectification** (correction) or supplementation of your personal data if they are incomplete or incorrect;
- **the right to request limitation** of the processing of your Personal Data if, e.g.:
 - you are questioning the correctness of your Personal Data processed by us;
 - the processing of your Personal Data is illegal, but you oppose deletion of these data, demanding limitation of their use instead;
 - we no longer need your Personal Data for our purposes, but you need them to establish, pursue or defend claims;
 - you have objected to the processing of your Personal Data by us due to your particular situation, in which case you may request that we limit the processing of these data until it is determined whether our legitimate interests take precedence over the grounds for your objection.

In the event of limitation of the processing of your Personal Data, we will be able to store them and, in addition, use them only for the purpose of establishing, pursuing or defending claims, in order to protect the rights of another natural or legal person or due to compelling public interests of the European Union or a Member State. We will only be able to perform other activities with your consent.

- The right to request deletion of your Personal Data if, e.g.:
 - your Personal Data are no longer necessary for the purposes for which they were collected and processed;
 - you withdraw your consent to their processing and there is no other basis for us to process these data;
 - you object to the processing of your Personal Data by us due to your particular situation, and we have no basis for the processing of these data which would take precedence over your objection;
 - you file an objection to their processing by us for marketing purposes;
 - we processed your Personal Data unlawfully.
- The right to data portability — since your data are processed by automated means, on the basis of a consent or agreement, you have the right to obtain from us the data that you have provided on the basis of a consent or agreement, in a structured, commonly available machine-readable format (e.g. readable on a computer).

You also have the right to demand that your Personal Data be sent directly to another controller, if technically possible.

- The right to withdraw, at any time, consent to the processing of your Personal Data in respect of the data we process on the basis of consent. Withdrawal of consent shall not affect the legality of processing on the basis of this consent before its withdrawal.
- The right to withdraw consent or change the form of marketing communication: at any time, you may withdraw or change the scope of consent regarding how we contact you for marketing purposes (depending on your chosen option, we can contact you electronically, e.g. by email, or via telecommunications devices, e.g. via text messages or MMS). The easiest way to do it is by: logging in and changing settings on your account or writing to us at the AmRest Customer Care email address: kontakt@amrest.eu or iod@amrest.eu

In order to benefit from these rights, you may contact our Data Protection Officer (contact details are given in item **Błąd! Nie można odnaleźć źródła odwołania.** above) or us (contact details are given in item 15).

Complaint to the supervisory authority: you also have the right to lodge a complaint with the President of the Personal Data Protection Office at your usual place of residence, place of employment or place of alleged breach of Personal Data.

15. DATA PROTECTION OFFICER

We have appointed a **Data Protection Officer**, whom you can contact regarding all matters relating to the processing of your Personal Data and to exercise your rights related to our processing of your Personal Data. To contact the Data Protection Officer:

- send us an email to: iod@amrest.eu;
- call 71 3861000;
- send a letter with the annotation: "Data Protection Officer" to the following address: AmRest Spółka z o.o., Powstańców Śląskich 15-17 St., 53-332 Wrocław.

16. THE REQUIREMENT OF PROVIDING PERSONAL DATA

It is necessary for you to provide your Personal Data in order to benefit from the functionalities of a given Website, e.g. conclusion and execution of the user account agreement, the My Pizza Hut programme, ordering a meal or using the contact form on a given Website. If you do not provide such data, we will not be able to fully allow you to use the given functionality; for example, we will not be able to create and maintain your user account, enable you to participate in the My Pizza Hut programme, deliver your order or handle your inquiry, complaint or suggestion from the contact form.