

| PRIVACY POLICY | |
|--|--|
| 1. Who is who in this privacy policy? | <ul style="list-style-type: none"> • We, i.e. AmRest Kft. (registered seat: 1138 Budapest, Dunavirág utca 2-6., 3. torony, 2. emelet Budapest, Hungary) • You, i.e. user of this website, and/or our Customer – a natural person whose personal data we process for at least one purpose indicated in the privacy policy. |
| 2. What is the purpose of this privacy policy? | <ul style="list-style-type: none"> • It is really important for us to protect your privacy and your personal data. We take care of the security of your personal data when processing. • In the privacy policy, we explain how we use your personal data in relation to placing orders via our websites (www.pizzahut.hu and www.kfc.hu), KFC mobile application and telephones, creating and operating your KFC and Pizza Hut user account, as well as answering queries, complaints and suggestions you have submitted, and as well as when we send you direct marketing messages. You will also find information about your rights due to the fact that we process your personal data and about how you can exercise these rights. |
| 3. Who is the controller of your personal data and what are its contact details? | <ul style="list-style-type: none"> • The controller of your personal data is AmRest Kft. (registered seat: 1138 Budapest, Dunavirág utca 2-6., 3. torony, 2. emelet). • Our contact details: Dunavirág utca 2-6. 3. torony 2. emelet Budapest, e-mail for KFC: kfc@kfc.hu, e-mail for Pizza Hut: PizzaHut@PizzaHut.hu, telephone: +36 (1) 423 4000. |
| 4. How can you contact our Data Protection Officer? | <ul style="list-style-type: none"> • We have designated a Data Protection Officer, whom you can contact in all matters related to the processing of your personal data by us and in order to exercise your rights regarding the processing. • You can contact the Data Protection Officer by: <ul style="list-style-type: none"> ➤ sending an e-mail to adatvedelem@amrest.eu; ➤ sending a letter (preferably marked for the attention of “Data Protection Officer”) to AmRest Kft., 1138 Budapest, Dunavirág utca 2-6., 3. torony, 2. emelet. |
| 5. What personal data do we process and where do we get it from? For what purpose do we process your personal data and on what basis? | <ul style="list-style-type: none"> • <u>Creating and operating KFC and Pizza Hut user account</u> <ul style="list-style-type: none"> ➤ In order to perform a contract regarding the creation and operation of your KFC and Pizza Hut user account (if you decide to create one), we will process your personal data provided by you in the registration form. ➤ The legal basis for processing the above-mentioned data is the necessity to perform the user account contract and to take actions at your request (art. 6 sec. 1 letter b) of the GDPR). • <u>Processing orders</u> <ul style="list-style-type: none"> ➤ To process your order, we will process your personal data provided by you in the order. |

| | |
|--|--|
| | <ul style="list-style-type: none"> ➤ The legal basis for processing the above-mentioned data is the necessity to perform the order contract and to take actions at your request (art. 6 sec. 1 letter b) of the GDPR). • <u>Performing legal obligations</u> <ul style="list-style-type: none"> ➤ In order to fulfill the obligations imposed on us by law, e.g. by the Accounting Act or tax regulations (e.g. invoicing and storage of invoices and accounting documents), we will process your data from the order and from the user account (if you have one). ➤ The legal basis for the processing of the above-mentioned data is a legal obligation imposed on us (art. 6 sec. 1 letter c) of the GDPR). • <u>Analyzing preferences and behaviors and creating a customer profile for marketing purposes (profiling) and direct marketing – applies to persons using the KFC and Pizza Hut user account</u> <ul style="list-style-type: none"> ➤ Analyzing and creating profile for marketing purposes: to know your personal preferences and behaviors in order to present you with information about products, offers and new products offered by us and our business partners in the restaurant and café industry, as well as serving payments for orders, that we think may interest you and are tailored to your needs, we will create your customer profile (profiling). To create it, we will process your personal data provided by you in the registration form for the KFC and Pizza Hut user account, information related to your activity within the user account in the last 24 months (history of your orders), frequency and method of using the user account (i.e. via mobile application / website), your opinions and suggestions, your location data (if you enable this option on your device or browser), cookies and similar technologies for collecting data about user activities, i.e. visited places and your activity on our websites, technical information about your device (IP address, MAC address, operating system and browser type). ➤ Direct marketing: for the purpose of direct marketing, i.e. informing you about products, offers and new products offered by us and our business partners in the restaurant and café industry, as well as serving payments for your orders, we will process data from your customer profile. ➤ The legal basis for the processing of the above-mentioned data is legitimate interest in analyzing your preferences and behaviors for the purposes of preparing and presenting you information about products, offers and new products offered by us and our business partners in the restaurant and café industry, as well as serving payments for orders, that we think may interest you and are tailored to your needs (profiling) and direct marketing of products and services offered by us and our business partners mentioned above (art. 6 sec. 1 letter f) of the GDPR). • <u>Analyzing preferences and behaviors and creating a customer profile for marketing purposes (profiling) and direct marketing – applies to persons not using the KFC and Pizza Hut</u> <ul style="list-style-type: none"> ➤ Analyzing and creating profile for marketing purposes: To know your personal preferences and behaviors in order to |
|--|--|

| | |
|------------------------------|--|
| | <p>present you with information about products, offers and new products offered by us and our business partners in the restaurant and café industry, as well as serving payments for orders, that we think may interest you and are tailored to your needs, if you consent, we will create your customer profile (profiling). To create it, we will process your name, surname, e-mail address, telephone number, history of orders from the last 24 months, and the way of making the order (mobile application / website / call center).</p> <ul style="list-style-type: none"> ➤ The legal basis for the processing of the above-mentioned data is your consent (art. 6 sec. 1 letter a) of the GDPR). • <u>Marketing communication</u> We will direct marketing messages to you about products, offers and new products offered by us and our business partners in the restaurant and café industry, as well as serving payments for orders via communication channels (e.g. e-mail, text message), to which you have previously freely given consent. You can withdraw your consent at any time, as easily as it has been given. Withdrawal of consent does not affect the lawfulness of activities carried out before its withdrawal. • <u>Establishing, exercising or defending against legal claims</u> <ul style="list-style-type: none"> ➤ In order to establish or exercise claims, as well as to defend against claims, we will process your order data, user account (if you have one), as well as data related with the complaint. ➤ The legal basis for the processing of the above-mentioned data is legitimate interest in establishment and exercise claims and defending against claims (art. 6 sec. 1 letter f) of the GDPR). • <u>Answering queries, complaints and suggestions</u> <ul style="list-style-type: none"> ➤ In order to answer your queries, complaints and suggestions, we will process your data provided in the queries, complaints and suggestions. ➤ The legal basis for processing the above-mentioned data is the necessity to perform the contract (art. 6 sec. 1 letter b) of the GDPR) or our legitimate interest in giving response (art. 6 sec. 1 letter f). • <u>Customer satisfaction survey and determination of the quality of our services</u> <ul style="list-style-type: none"> ➤ In order to examine our Customers' satisfaction and determine the quality of our services, we will process your data indicated in a survey which we can ask you to fill out. ➤ The legal basis for processing the above-mentioned data is our legitimate interest in obtaining relevant information to improve the quality of our products and services (art. 6 sec. 1 letter f). |
| 6. Automated decision-making | <ul style="list-style-type: none"> • We will not make decisions regarding your person that are based solely on the automated processing of your data and produce legal effects or similarly significantly affect you. |

| | |
|--|--|
| <p>7. To whom do we transfer your personal data?</p> | <ul style="list-style-type: none"> • We will transfer your personal data to entities that act on our behalf, i.e. service and IT solutions providers, marketing agencies, couriers, entities providing accounting and administrative services, entities conducting customer satisfaction surveys on our behalf, and entities supporting us in customer service (e.g. call centers). • We will also transfer your identification and contact data to entities serving payments to enable them to process your payment for an order. |
| <p>8. Will your personal data be transferred to a third country (i.e. countries outside the European Economic Area)?</p> | <ul style="list-style-type: none"> • We will not transfer your data to third countries (i.e. countries outside the European Economic Area). |
| <p>9. How long will we store your personal data?</p> | <p>We store your personal data for period which is not longer than it is necessary in relation to the achievement of purposes for which data is processed. We will store your data:</p> <ul style="list-style-type: none"> • For the purpose of managing and operating your KFC and Pizza Hut user account – until you withdraw from having a KFC and Pizza Hut user account (withdrawal can be submitted by deleting your account (an option in your account available after logging in), sending a message to e-mail address for KFC: kfc@kfc.hu or for Pizza Hut: PizzaHut@PizzaHut.hu, or sending a letter to postal address AmRest Kft., 1138 Budapest, Dunavirág utca 2-6., 3. torony, 2. emelet) or the termination of the providing of the services of KFC and Pizza Hut user accounts. We may extend this period for a period of limitation of your or our claims under applicable law, if the processing of this data will be necessary to establish or exercise claims and defend against claims. • For the purpose of processing your order – for the duration of the contract for this order or service provided electronically (the contact form available on the website), providing that we may extend this period for the period of limitation of your or our claims under applicable law, if the processing of this data will be necessary to establish or exercise claims and defend against claims. • For the purpose of complying with our legal obligations (e.g. from the Accounting Act or tax regulations) – for a period resulting from such provisions (for example, we are required to store your billing data for 8 years). • For the performance of legitimate interests referred to in point 5 of the policy (creating a customer profile for marketing purposes and direct marketing) – for the duration of the legitimate interest, unless you exercise your right and object to the processing of this data for marketing purposes. In this case, we may extend this period for the period of limitation of your or our claims under applicable law, if the processing of this data will be necessary to establish or exercise claims and defend against claims. |

| | |
|---|--|
| | <ul style="list-style-type: none"> • If you do not have a KFC and Pizza Hut user account – your data, which we process based on your consent for purposes of analyzing your preferences and behaviors and creating a customer profile (profiling) and for marketing purposes, will be stored until you withdraw your consent. In the event of withdrawal of consent, we may store the above-mentioned data for the period of limitation of your or our claims under applicable law, if the processing of this data will be necessary to establish or exercise claims and defend against claims. • For the performance of our legitimate interests, i.e. establishment or exercising claims and defending against claims – for the period of limitation of your or our claims under applicable law (e.g. the general limitation period for claims related to your business is 5 years, and the general period of limitation for consumer claims against us is 5 years, the above periods of personal data storage may change as applicable general legal regulations change). • For the performance of our legitimate interests, i.e. answering your queries, complaints and suggestions – for a period necessary to give such answer, no longer than 14 days, providing we may extend this period for the period of limitation of your or our claims under the law, if the processing of this data will be necessary to establish or exercise claims and defend against claims. • For the performance of our legitimate interests, i.e. our Customer satisfaction survey and determination of the quality of our services – for the duration of our legitimate interest, but no longer than 24 months. |
| <p>10. Do you have the right to object to the processing of your data?</p> <p>What other rights do you have according to the processing of your personal data?</p> <p>How you can exercise your rights?</p> | <ul style="list-style-type: none"> • 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 due to your particular situation: You have the right to object at any time to the processing of your data for the purposes of our legitimate interest (other than marketing) for reasons related to your particular situation. In this case, you should indicate the particular situation which in your opinion justifies discontinuing processing of your data. • Beside this, you have the following rights: <ul style="list-style-type: none"> ➤ The right to obtain confirmation of whether we process your personal data, as well as the right to obtain access to such data and copies thereof. ➤ The right to request the rectification (correction) or supplementation of your personal data if incomplete or incorrect. ➤ The right to obtain restriction of processing of your personal data if, for example: <ul style="list-style-type: none"> ○ you contest the accuracy of your data processed by us; |

| | |
|--|--|
| | <ul style="list-style-type: none"> ○ the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead; ○ we no longer need the personal data for the purposes of the processing, but it is required by you for the establishment, exercise or defense of legal claims; ○ you have objected to the processing of your personal data for reasons related to your particular situation – in such case you may require restriction of processing pending the verification whether our legitimate grounds override the grounds for your objection. <p>If you restrict the processing of your personal data, we will be able to store it and, additionally, use it only to establish, exercise or defend legal claims, to protect the rights of another natural or legal person, or for important reasons of public interest of European Union or member state. We will only be able to take other actions with your consent.</p> <ul style="list-style-type: none"> ➤ The right to obtain the erasure of personal data, if e.g.: <ul style="list-style-type: none"> ○ your personal data is no longer necessary in relation to the purposes for which it was collected and processed; ○ if you withdraw your consent and there is no other legal basis for processing; ○ if you object to the processing of your personal data for reasons related to your particular situation, and we do not have a legal basis to process data which would override your objection; ○ you object to processing for marketing purposes; ○ your personal data has been unlawfully processed. ➤ Right to data portability: Due to the fact that your data is processed in an automated manner on the basis of consent or contract, you have the right to receive from us your data that you provided to us on the basis of consent or contract, in a structured, commonly used, machine-readable and interoperable format (e.g. for reading on a computer). You also have the right to request that your personal data is sent directly to another controller, if technically possible. <ul style="list-style-type: none"> • The right to withdraw, at any time, consent to the processing of your personal data in relation to the data that we process on the basis of consent. Withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of consent prior its withdrawal. • The right to withdraw consent or change the form of marketing communication: At any time, you can withdraw or change the scope of consent regarding how we contact you for marketing purposes (depending on the option you choose, we can contact you electronically, e.g. via e-mail, text message or MMS). The easiest way to do this is by logging in and changing the settings |
|--|--|

| | |
|--|--|
| | <p>in your account or writing to us at the following e-mail address: for KFC: kfc@kfc.hu and for Pizza Hut PizzaHut@PizzaHut.hu.</p> <ul style="list-style-type: none"> • To exercise the above rights, please contact our Data Protection Officer (contact details can be found in point 4 above) or us (contact details can be found in point 3 above). • Complaint to the supervisory authority: You also have the right to lodge a complaint with the National Data Protection and Freedom of Information Authority. |
| 11. Do you have to provide us with your personal data? | <p>Providing personal data by you in order to conclude and perform contract regarding KFC and Pizza Hut user account, meal ordering or using the contact form on our website is necessary. If you do not provide this data, we will not be able to create and operate your user account, process your order or answer your queries, complaints or suggestions from the contact form.</p> |
| 12. What is the GDPR? | <p>The GDPR is 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 (the General Data Protection Regulation)</p> |
| 13. From when does this privacy policy apply? | <p>This privacy policy applies from May 25, 2018.</p> <p>Any change or modification of this Privacy Policy enters into force upon publishing thereof (on the website and in the application, if applicable).</p> |