

National First Responders Day

FirstRespondersDay.org Privacy Policies

[Change.org Privacy Policy](#)

[Hooters of America Privacy Policy](#)

[We The People / WhiteHouse.gov Privacy Policy](#)

Change.org Privacy Policy

Change.org’s mission is to empower people everywhere to create the change they want to see. We believe the best way to achieve that mission is to be a technology company using the power of business for social good.

Our Privacy Policy outlines how we get and use information about you, who we share it with, and how you can control your privacy settings. This information helps us build technology to show you campaigns and other content that are most likely to matter to you.

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This Privacy Policy covers your activities on Change.org, our platform that enables people to create the change they want to see, and Change Politics, our platform that empowers voters to make informed election decisions (“platforms”). These platforms allow people to start and promote “campaigns”, which include petitions and fundraisers on Change.org, candidate questions and endorsements on Change Politics, and related actions like creating and sharing content via our platforms and third-party sites and services.

1. Information we collect

To run our service and show you relevant content we need to know a little about you and your interests. Here we outline what information Change.org collects, and how we collect it.

a. What we collect

When you sign or create a petition via our Change.org platform, an account is created for you. All your campaign activities are then tied to this account.

If you create a Change Politics account, you submit to Change.org certain information about you for your profile, and all of your activities on the Change Politics platform are then tied to this account. You must create a separate account for Change.org and Change Politics.

Through these activities and upon your general use of our platforms, we may collect and/or receive the following information about you that reveals your specific identity, or is directly tied to your specific identity:

- o your name
- o your postal address
- o your telephone number
- o your email address, or non-email authentication if you are using a mobile device
- o your profile picture
- o other information you voluntarily submit (for example: photos, Twitter handle, biography, political party affiliation)
- o your unique mobile device ID number if you access our services via a mobile application
- o your social media account ID and information shared with us via your social media account
- o your specific activities on our platforms - for example, petitions you have started or signed, sponsored petitions you have signed, or campaigns you have shared or promoted

And possibly:

- o information inferred about the issues you care about and candidates you support based on your activities on the platforms (e.g. animal rights, climate change);
- o information about you available in public records, or other publicly available databases, such as civic data APIs, which, as an example, we use in the United States to help match

citizens with the elected officials who represent them at all levels in government;

- o information about you that we get from third party data providers. We obtain this data with assurance from these providers that you have consented to the collecting and sharing of this data. We don't actively collect sensitive public data such as medical data. In addition, we only collect information that is permissible to collect in each country where we operate.

If you use the Change.org platform for fundraising (either by setting up or contributing to a fundraiser), we will collect additional information:

- o the currency of the contribution
- o the amount you contributed or received
- o the goal amount of the fundraiser
- o the country and location of the fundraiser
- o the amount of any refund

We also collect information that does not reveal your specific identity, or does not directly relate to you, such as:

- o browser and device information
- o information collected through cookies, pixel tags, and other technologies
- o demographic information and other non-identifying information provided by you (such as a zip code or general geographic area)

b. How we collect it

- o When you create accounts on our our platforms, you will be asked to create a user profile that includes information such as your user name, city, state, and country. You may choose to upload photos and provide additional information as well.
- o When you are signed in to your account, your activities on the platforms are tracked and are associated with your account. Such activities

may include signing a petition, creating a petition, sharing someone else's petition, posting a comment, submitting or upvoting a question to a candidate, posting a candidate endorsement, following a candidate, creating or participating in a fundraiser, opting in to being contacted by an advertiser, or skipping a sponsored campaign.

- o When you download and use our existing or future mobile applications, we'll collect your unique device ID and all your account and activity information will be tied to that unique device ID. In addition, we may track and collect app usage data, such as the date and time the app on your device accesses our servers and what information and files have been downloaded to the app, and this information may be associated with your Change.org or Change Politics account.
- o When you use a website that allows for the posting of content to Change.org through our Application Programming Interface ("API"), your activities are recorded as if they were directly on our site and applications.
- o We may collect information through your activities offline, for example when you respond to user surveys or provide information if we assist you by telephone.
- o We may obtain information about you from public records, publicly available databases, and third-party providers as described above.
- o We may obtain certain information through your social media accounts if they are connected to your Change.org or Change Politics account. If you log in to Change.org or Change Politics via Facebook, we ask for your permission to access certain information about your Facebook account, activities and friends. Social media sites make information available to all apps through their APIs, such as friend lists. The information we receive depends on what

information you or the social media site decide to give us.

- o Browser and device information: Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and the name and version of the platform you are using.
- o Cookies and online tracking: We, our service providers, and any ad networks who help us deliver relevant ads to you may use cookies, pixel tags (also known as web beacons and clear GIFs), and other similar technologies to measure and track general user activities on Change.org and on third party websites. Like other websites, Change.org will not function properly if cookies are not enabled. Please review our [Cookies Policy](#) for more information.
- o Third-party analytics providers: We use third-party analytics services like Google Analytics provided by Google Inc. (“Google”) and the Mixpanel service provided by Mixpanel, Inc. (“Mixpanel”). These analytics services use cookies and similar technologies to analyze how people use our services and compile statistical reports. Such services may also collect information about platforms’ visitors’ use of other websites. For more information on your choices, please see our section below entitled [“Your privacy choices”](#).
- o IP Address: Your “IP Address” is a designator that is automatically assigned to the computer that you are using by your Internet service provider (ISP). An IP Address may be identified and logged automatically in our server log files whenever you use our platforms and services, along with the time of your visit and the specific page(s) that you visited.

2. How we may use your information

Here are the ways we might use your information to run our platforms, provide our services and serve you better content.

- o We use your information to respond to your inquiries and fulfill your requests, such as when you create petitions, sign petitions, post comments or endorsements, upvote questions, contribute to fundraisers, or participate in other activities on our platforms, sites, apps, and third-party sites who use our API, and to complete and fulfill your transactions with us.
- o We need your contact information to send administrative information to you, for example, information regarding our services and changes to our terms, conditions, and policies.
- o We use your information for general business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new services, enhancing, improving, or modifying our platforms, identifying usage trends, determining the effectiveness of campaigns, and operating and expanding our business activities.
- o We personalize your experience by presenting petitions, campaigns and offers tailored to you based on what we know about you. We may also send you promotional communications that we believe may be of interest to you.
- o If you create a Change Politics account, we may also send you emails about actions you can take, such as asking a question to a candidate or making an endorsement, and notifications about your activities and the activities of those you follow (for example, trending questions, candidate responses, upcoming town halls, and messages from candidates and organizations you follow). We may also send you reminders around elections and in connection with other major political events.
- o We use your information to allow you to participate in events and similar promotions and to administer these activities. Some of these

activities have additional rules, which could contain additional information about how we use and disclose information about you, so we suggest that you read these rules carefully.

- o We need information about your social media account and activities to facilitate social sharing functionality, such as sharing petitions or other content, through our platforms and other social media platforms like Facebook and Twitter.
- o We use your account information to allow you to send email messages to your email contacts through the Change.org platforms, such as to share a petition. By using this feature, you guarantee that you have the right to use and provide us the names and email addresses you submit.
- o We use information about your computer or device to ensure that our site, apps, and APIs function properly and are optimized for your computer or device.
- o If you are using one of our mobile applications, we use your device ID to recognize you when you use the application and to store your preferences and settings.
- o We use cookies, pixel tags and other tracking technologies to measure and improve our services and develop features and functionalities on our sites, apps and APIs. For example, if we see that people using a certain device use the platform the most, we might decide to build an app specifically for that device.
- o We use cookies, pixel tags and other tracking technologies to improve the relevance of our marketing campaigns and those of our advertisers. For example, if you signed a petition regarding the protection of animal rights, you may subsequently see sponsored campaigns from animal protection organizations.
- o We use IP Addresses for administration and security purposes, such as calculating usage levels of our sites, apps and API, helping

diagnose server problems, and detecting fraud and spam behavior.

- o We may use and share aggregated and anonymized information to better understand and serve our users or for optimization of our marketing and ad targeting efforts. For example, we may compile statistics like the percentage of our users in a state or country who care about animal rights, or the age range of those users.

In some instances, we may combine non-personally identifiable information with personally identifiable information (for example, we may combine your name with your geographical location or combine your name with information about your activities on our platforms). In such case the combined information will be treated by us as personally identifying information and protected accordingly.

In some instances, we may combine information about you from your activities on the Change.org platform and on the Change Politics platform. For example, we may personalize your experience on Change.org and send you petitions we think may interest you based on the issues you support or questions you post or upvote on the Change Politics platform. Or we may display to you on Change.org an advertisement on behalf of a political party that you have endorsed on Change Politics.

As described above, we may combine the information you submit to us with information about you from public records, publicly available databases, and third-party providers.

3. Who may receive your information

Here we outline when and how information can be shared - either by you via the platforms, or by us. Organizations can pay to promote their campaigns (that's what helps keep the platforms free to use), but we won't share your contact details with them without your permission.

a. The Change.org and Change Politics communities

- o Your name, general geographic location (such as city, state, country), and a link to your Change.org user profile may be displayed on the landing page for any petition you sign, and on

related areas of our platform. This information will be viewable to any visitor, including the media, search engines, and other organizations that provide archival Internet activities. If you do not wish to have your personal information displayed on a petition landing page, you may select the option not to display your signature publicly.

- o We also share your first and last name and city with the person who initiated a petition you have signed, even if you select the option not to display your signature publicly. If you do not wish to have such information shared with the person who initiated the petition, please do not sign the petition.
- o We may identify you to the recipients of messages you may choose to send through our platforms.
- o We may, in certain circumstances, share your name and general geographic location with the intended decision maker who is the recipient of the petition. If you do not wish to have this information shared with the petition recipient, you should not sign the petition.

Change Politics is about publicly expressing your views on political issues and candidates. Your name, general geographic location (such as city, state, country), and a link to your Change Politics user profile are displayed in connection with any content you post or endorsement you make on the Change Politics platform. This information will be viewable to any visitor, including the media, search engines, and other organizations that provide archival Internet activities. If you do not wish to have your personal information displayed on Change Politics, you should not use the service.

If you start a fundraiser on Change.org, your contact information may be shared with other users who have contributed to your campaign, for example to facilitate a dispute resolution.

Our platforms provide an open forum for communication by users all around the world. ***We do not monitor, verify, or perform any background checks on campaign starters,***

petition signers, political candidates, organizations, endorsers, or other members of Change.org or Change Politics. Interacting with others on our platforms and the resulting sharing of information is at your own risk.

b. Your other social media platforms

- o You may share your activities on Change.org and Change Politics with friends on other social media sites, for example, sharing on Facebook a petition you signed, questions you asked or upvoted, endorsements you made, or fundraiser contributions you made. To do so, you must connect your Change.org or Change Politics account with your social media account. In such case, you authorize us to share information with your social media account provider, and you understand that the use of the information we share will be governed by the social media site's privacy policy. If you do not want your information shared with other social media users or with your social media account provider, please do not connect your social media account with your Change.org or Change Politics account and do not use the social sharing features on the platforms.
- o You may voluntarily share information on message boards, chat, profile pages and blogs, and other services to which you are able to post information and materials (including the Change.org pages on Facebook and other social media platforms). Please note that any information you post or disclose through these services will become public information, and may be available to other Change.org users, social media platform users and to the general public. We urge you to be very careful when deciding to disclose any information about yourself via the social sharing features of our platforms. For more details regarding posting content to our platforms, please see our [Terms of Service](#).

c. Advertisers and ad networks

- o Only at your election and if you specifically consent, we may share information about you with our advertisers, including your email address, mailing address and the petition you signed. We may also share your telephone number, but only if you separately consent. The advertiser may then use this information to communicate with you and send you promotional materials that may be of interest to you. We do not control the content or frequency of communications that you may receive from our advertisers.

California law permits residents of California to request certain details about what personal information a company shares with third parties for the third parties' direct marketing purposes. If you have questions about our sharing practices or your rights under California law, please contact our Privacy Officer with the contact details listed at the end of this [privacy policy](#).

- o We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you based on your use of and activities on our platforms. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags). If you would like more information about this practice and to learn about your choices in connection with it, please visit http://www.networkadvertising.org/managing/opt_out.asp and <http://www.aboutads.info/>. You can also see our section below entitled "[Advertising networks](#)".
- o If you are using one of our mobile applications, our ad network partners may use and store your mobile device ID to show ads that they consider relevant to you in various mobile services that you use. If you would like to learn about your choices, please see our section below entitled "[Your privacy choices](#)".

d. Administrative purposes

We may share your information with third parties for the following purposes:

- o Companies within the Change.org group of companies: We may share your information with our affiliates, which are entities under common ownership or control of Change.org to provide our services in different countries. Change.org operates both the Change.org and Change Politics platforms and will share data among these two platforms.
- o Our suppliers, subcontractors and business partners (“service providers”): We may share information about you with our services providers who process information to provide services to us or on our behalf. We have contracts with our service providers that prohibit them from sharing the information about you that they collect or receive with anyone else or from using such information for other purposes.
- o We work with Stripe, a [Payment Card Industry](#) compliant payment processing company to process credit card payments in connection with fundraisers, promoting petitions, and other transactions. If you create or participate in a fundraiser, Stripe will store on our behalf the following information:
 - o For organizations and individuals who create a fundraiser: Your name and bank account details, date of birth, address, city, state, postal code, IP address of the device used while creating the fundraiser account, and the last four digits of your social security number.
 - o For users who make payments: your full name (if you do not have an existing Change.org account) and your credit card details.
- o Fraud prevention: We may disclose the personal information we collect about our users when we

believe disclosure is necessary to investigate, prevent, or respond to suspected illegal or fraudulent activity or to protect the safety, rights, or property of us, our users, or others.

- o Law enforcement purposes: If requested or required by government authorities, such as law enforcement authorities, courts, or regulators, or otherwise to comply with the law, we may have to disclose any information we have about our users. We also may disclose information collected about you in order to exercise or protect legal rights or defend against legal claims.
- o Sale or merger of our company: We have no plans to sell our business. In this unlikely event, we may transfer your personal information to a third party if we or any of our company affiliates are involved in a corporate restructuring (e.g., a sale, merger, or other transfer of assets).

4. Your privacy choices

Your Change.org profile is set to private by default. You can edit your Change.org profile and the settings to make it public and manage certain emails we send you. Your Change Politics profile is public.

a. Account settings

Your Change.org profile is set to private by default. We allow you to choose whether your user profile is private, viewable by the public, or viewable only by the Change.org friends you have designated. You also may update your profile information and remove certain causes, organizations, or friends from your profile page through the “Settings” page.

You can change your Privacy settings by clicking [here](#), or logging in to your account, clicking on “Settings,” and selecting “Privacy”.

Because Change Politics is about publicly expressing your political views, your profile and most of your activity on Change Politics is public. As we develop the product, we will be adding the option to edit your privacy settings.

b. Social media

You can edit or remove the permissions you have granted to Change.org or Change Politics to use information from your social media accounts by using the application privacy settings on your social media account.

If you've signed in on Change.org or Change Politics through Facebook connect, you are likely cookie'd by Facebook. You can modify or change those cookies through the settings on your Facebook account. For more details on cookies, please see our [Cookies Policy](#).

c. Email settings

If you no longer want to receive emails from Change.org going forward, you may opt out of receiving them by following the instructions contained in any email or by logging in to your Change.org account, clicking on "Settings," and selecting "[Email Preferences](#)". We will comply with your request(s) within 10 working days. Please also note that if you do opt out of receiving emails from us, we may still send you important administrative messages (such as updates about your account or service changes), and you cannot opt out from receiving these messages.

If you no longer want to receive emails from Change Politics, you may unsubscribe from all emails or delete your account. Please note that if you do opt out of receiving emails from us, we may still send you important administrative messages. As we develop Change Politics, we will be adding the option to edit your email settings on that platform.

d. Advertising networks

You may opt out of receiving targeted online advertising from advertising networks that may be delivered on our platforms and other websites by visiting the following websites:

- o [Network Advertising Initiative](http://www.networkadvertising.org/)
(<http://www.networkadvertising.org/>)
- o [Digital Advertising Alliance](http://www.aboutads.info/consumers)
(<http://www.aboutads.info/consumers>)

Please bear in mind that there are many more companies listed on these sites than those that place cookies on your computer when you access our platforms.

We may also display ads within our present or future mobile apps. If you are using an iOS device and you do not want to

receive tailored in-application ads that relate to your interests, you may opt-out by accessing the following link on your device:<http://oo.apple.com>. If you are using an iOS device, you also may limit the delivery of tailored ads through the following process: Open Settings and tap “General” then tap “About”; Scroll to the bottom of About and tap “Advertising”; Flip “Limit Ad Tracking” to ON. If you are using an Android device and you do not wish to receive tailored in-application ads, you can visit Google’s Ads Preferences page from a browser on your device and make your choices there. We do not control how the applicable platform operator allows you to control receiving tailored in-application ads; thus, you should contact the platform provider if the above options are no longer available.

e. Third-party analytics companies

To opt out of Google Analytics, please go to <https://tools.google.com/dlpage/gaoptout>. To opt out of Mixpanel’s automatic retention of data collected through your browser while on the Website, please go to <https://mixpanel.com/terms/> and the opt-out link available at <https://mixpanel.com/optout/>. These opt-outs may be provided through the use of specific tracking opt-out cookies. Please note that if you get a new computer, install a new browser, or erase or otherwise alter your browser’s cookie file (including upgrading certain browsers), this may also clear the opt-out cookie.

5. Accessing or deleting your information

If you want, you can ask us for the information we have about your account and even ask us to delete it.

If you would like to review, correct, update, suppress, or delete information that has been previously provided to us by you, you may log in to your account, click on “Settings” and update your profile information.

As we develop Change Politics, we will be adding the option to edit your profile on that platform. You are able to remove endorsements, questions or other content you have posted on Change Politics by finding that content linked from your profile page.

You can also contact our Privacy Officer at the email address or mailing address listed at the bottom of this [privacy policy](#) and ask us to specify what information we have about you and to

delete certain information about you from our records. Please let us know what information you would like us to remove from our databases or otherwise let us know what limitations you would like to put on our use of your personal information. For your protection, we may only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we may need to retain certain information for mandatory record keeping purposes and/or to complete any transactions that you began prior to your request. There may also be residual information that will remain within our databases and other records, but such residual information will no longer be tied to your identity. For example, if you created a petition, we will have records that other Change.org users signed your petition. If you subsequently ask us to delete your information from our platforms and databases, information related to those other users' signatures cannot be removed and will remain in our records. Similarly, if you upvoted a question to a candidate on Change Politics, your upvote will still be counted after you delete your Change Politics account.

6. Data retention & security

We take a lot of measures to protect your personal information. If you suspect someone else is using your account, let us know by contacting our [Help Desk](#).

We seek to use reasonable organizational, technical, and administrative measures to protect your information within our organization from loss, misuse, unauthorized access or disclosure, alteration, and/or destruction. We take reasonable steps to ensure that all data we process is reliable for its intended use, accurate, complete and current to the extent necessary for the purposes for which we use it. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting our Privacy Officer using the contact details listed at the end of this [privacy policy](#).

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law.

7. Cross-border transfers

Change.org is a global organization with offices around the world, so your information can be transferred across borders when you use the platforms. We comply with the “US-EU Safe Harbor Framework,” a set of rules about the transfer of personal information from Europe, but have put in place other measures to legally store European users’ data since the framework stopped being recognized in October 2015.

Change.org is a global organization. Your personal information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the platforms you consent to the transfer of your personal information to countries outside of your country of residence, including the United States, which may have different data protection rules than those of your country.

Change.org complies with the U.S.-EU Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. Change.org has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. With the recent European Court of Justice ruling no longer recognizing the Safe Harbor Framework, Change.org has put in place other means to safely and legally store the personal data of our European users in the US. To learn more about the Safe Harbor program, and to view Change.org’s certification, please visit <http://export.gov/safeharbor/>.

Our service providers who have access to our users’ personal data are restricted from using this data for any purpose other than providing services to us. If we use or share your personal data in a manner that is not disclosed in this Privacy Policy, we will notify you and give you an opportunity to consent to such use or sharing.

We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of personal information. Please contact our Privacy Officer with the contact details listed at the end of this [privacy policy](#).

8. How to contact us

The best way to get in touch with our Privacy Officer is to email our Help Center. You could send us a letter, but we have to say we don't love snail mail - we are a tech company, after all.

We'd love to hear your questions, concerns, and feedback about this policy. If you have any suggestions for us, feel free to let us know by contacting our Help Desk at <http://help.change.org/> or writing to the following address:

Change.org, Inc. Privacy Officer
548 Market Street Private Mailbox #29993
San Francisco, CA 94104-5401 USA

Please note that email communications are not always secure; so please do not include credit card information or sensitive information in your emails to us.

Thanks for supporting change in your community - we can't wait to see what you'll change next!

Hooters of America

Privacy Policy

Last Modified 2/20/2015

Hooters of America (“Hooters”) takes your privacy very seriously. We are committed to protecting and safeguarding the privacy of visitors to our website, www.hooters.com, including mobile versions of our website (“Sites”), and users of our mobile device application, the Hoot Club (“Mobile App”). We welcome your questions and feedback on this Policy, and invite you to contact us.

This Privacy Policy identifies and describes the way Hooters uses and protects the information that we may collect about individuals who utilize the Sites.

The Personal Information We Collect

We may collect different types of personal and other information based on your use of our products and services and our relationship with you (“Personal Information”). Some examples of Personal Information we may collect include:

Information you give us.

- Contact Information (such as your name, mailing address, telephone number, and e-mail address);
- Information you provide in the context of one of Hooters’ Club memberships (such as favorite Hooters location and your birthday);
- Payment information (such as your payment card details, financial account information, security codes, and billing address);
- Purchase history (i.e., for Hoot Club members signed up for rewards, who provide purchase information via scanning restaurant receipts);
- Information provided in an online job application (such as information about your education and work history and past salaries), or in a franchisee application;
- Information provided by you in conjunction with an online sweepstakes entry, a survey, or a promotion;
- Other personal information you may provide to us (including photographs).

Automatically-collected information.

Also, when you visit our Sites or Mobile App, we may collect certain information via automated means. For example, our systems may collect information about your activity on the Sites and Mobile App (i.e., pages you visit, address of a referring website (if any), identifiers for your mobile device, and Internet Protocol (IP) address) for a number of purposes. Such information is collected using automated technologies such as cookies, web beacons, and server log files. A “cookie” is a text file that our website would send to your computer or mobile device to identify your browser or to store information or settings in your browser. A “web beacon” (also known as a pixel tag or Internet tag) links web pages to web servers and their cookies and may be used to transmit information through cookies back to a server. A “server log” tracks which webpages you visit on our Sites and which portions of the Mobile App you visit.

We may use this automatically-collected information to help tailor the ads you may see on the Sites and the messaging on the Mobile App. Further, we use this information to operate, maintain, and manage our Sites and Mobile App.

You can set your browser to notify you when you receive certain types of cookies, and you can also set your browser to restrict or disable certain types of cookies. Please note that if you do restrict or disable cookies, you may not be able to use all the features of our Sites and Mobile App.

Mobile devices and location information.

If you do not turn off GPS features on your mobile device, our Mobile App may collect information about the location of your device using technologies such as GPS, Wi-Fi, or cell tower proximity. This information is used to help with any location-based requests you may make (i.e., to find the nearest Hooters). For most mobile devices, you can withdraw your permission for Hooters' systems to gather this information through your mobile device setting.

How We Use The Personal Information We Collect

We may use the Personal Information we collect in a variety of ways, including to:

- Provide you with the best customer experience possible;
- Provide the products and services you purchase, and to respond to your questions;
- Communicate with you regarding service updates, offers, special events, promotions, and sweepstakes;
- Deliver customized content and advertising that may be of interest to you;
- Address network integrity and security issues;
- Create and manage a Hooters club membership (i.e., Hoot Club, Hoot e-Club, Hoot m-Club).
- Evaluate job applications and respond to your inquiries into potential employment;
- Evaluate franchisee applications;
- Respond to your requests, questions, and/or comments;
- Perform data analyses (including market and consumer research, and trend analyses)

Personal Information We Share With Others

Hooters does not sell your Personal Information to third parties.

Hooters may share your personal information with parent companies, subsidiaries and affiliates (Hooters of America Companies, or "HOA Companies"), as well as with Hooters franchisees. (Franchisees are discussed further below.) Hooters requires these entities to comply fully with this Privacy Policy. Subject to applicable legal restrictions, the HOA Companies may share your Personal Information with each other to make sure your experience is as seamless as possible, and you have the full benefit of what Hooters has to offer. For example, if you select a Hooters franchise as your favorite Hooters location, that franchisee may be provided with Personal Information such as your contact information and birthday, in order to make special offers to you.

Hooters may share your Personal Information with non-HOA companies that perform services on our behalf, as necessary for them to perform those services. HOA requires those non-HOA companies to have reasonable safeguards in place to protect any Personal Information they may receive in a manner consistent with applicable law. Further, Hooters may share information collected by cookies and other automated means with sites you link to

from the Sites or Mobile App, or social media providers (such as Twitter, Facebook, and Google+) that you visit by clicking through from our Sites or Mobile App. Please note that while Hooters does not capture or store your login information or any other personally identifiable information for Twitter, Facebook, and other social networks, their websites may store session information or cookies on your computer or wireless phone.

In Other Circumstances: Other than as noted above, we may provide Personal Information to non-HOA companies or other third parties for purposes such as:

- Complying with court orders and other legal process;
- To assist with identity verification, and to prevent fraud and identity theft;
- Selling HOA Companies' assets, or in process of arranging for the dissolution of the HOA Companies through bankruptcy; or
- Enforcing our agreements and property rights.

Anonymous & Aggregate Information

Hooters also collects some Personal Information on an anonymous basis, and/or anonymizes the Personal Information we collect about you. We obtain aggregate data by combining anonymous data that meet certain criteria into groups. When we employ non-HOA companies to anonymize or aggregate data on our behalf, Hooters requires those non-HOA companies to protect any Personal Information they may receive in a manner consistent with this Policy. We may share aggregate or anonymous information in various formats with trusted non-HOA companies, and may work with those entities to do research and provide products and services.

Our Online Privacy Policy for Children

The Sites are not designed to attract children under the age of 13, and the Mobile App is designed to be used only by persons above 18 years of age. We do not knowingly collect personally identifying information from anyone under the age of 13. If we become aware that we have inadvertently received Personal Information from a visitor under the age of 13, we will delete the information from our records. A child's parent or legal guardian can request that Personal Information of their child be deleted from our records, if it has not been already. To make such a request, please contact us at the contact points provided below.

Safeguarding Your Personal Information

The security of your Personal Information is important to us. While there is no such thing as "perfect security" on the Internet, we will take reasonable steps to help ensure the privacy and security of your Personal Information. We have implemented encryption or other appropriate security controls to protect Personal Information when stored or transmitted by Hooters. We require non-HOA companies acting on our behalf to have reasonable safeguards in place to protect any Personal Information they may receive in a manner consistent with applicable law.

However, you understand and agree that such steps do not guarantee that use of the Sites is invulnerable to all security breaches, and that Hooters makes no warranty, guarantee, or representation that use of any of our Sites is protected from viruses, security threats or other vulnerabilities.

There are several measures you can take to protect your Personal Information. One option is simply not to volunteer it to us. The Federal Trade Commission's site, www.ftc.gov, also

offers useful information about how to protect personally-identifiable information provided online or through mobile applications.

Links to Other Sites

We may offer links to sites or to social media providers that are not operated by Hooters. If you visit one of these linked sites, or access social media from our Sites or Mobile App, you should review the privacy and other policies of those other sites.

Please note that several third-party sites have limited licenses to use Hooters' trademarks, but that those sites are not operated by Hooters. For example, there are independent companies who sell Hooters-branded products, process Hooters job applications, take entries into Hooters sweepstakes, and/or sell Hooters gift cards. We are not responsible for the policies and practices of other companies, and any personal information you submit to those companies online is subject to their websites' privacy policies, which we encourage you to review.

Hooters Franchisees

Many Hooters restaurants are owned and operated by franchisees, who are independent owners of their own businesses, operating under an agreement with Hooters to use our trademarks and to receive other support for their business operations. Some franchisees operate their own websites and/or provide their own mobile device applications. These web sites and apps are not operated by Hooters, are not subject to this Privacy Policy, and instead would have their own privacy policies that you should review.

Please keep in mind that if you visit a franchisee's website (which would not be a www.hooters.com site) or a franchisee's app (which would not be Hoot Club), a different privacy policy would apply to information you provide.

Social Media and Personal Information

Hooters uses a variety of new technologies and social media options to communicate and interact with consumers, and has links to certain social media provider available on its Sites and Mobile App. When interacting with the Hooters presence on those websites, you may reveal certain Personal Information to Hooters or to third parties. Except when used by a Hooters employee for the purpose of responding to a specific message or request, Hooters will not use, share, or retain your Personal Information.

At this time, Hooters has four (4) Social Media accounts: <https://www.facebook.com/hooters>, <https://twitter.com/hooters>, <https://instagram.com/hooters/>, <http://www.youtube.com/hooters>, as well as a [Google+](#) profile, with clickable links on the Sites and Mobile App to take visitors to the Hooters account at each of these locations. Hooters staff does not collect, use or disclose any information about visitors who comment or 'like' the Hooters' Facebook site, link tweets to Hooters' Twitter account or follow Hooters on Twitter or Instagram, or watch Hooters' YouTube videos.

As noted above in the Franchisees section, Hooters Franchisees may sponsor their own Facebook Pages, Twitter Accounts, Instagram, and YouTube Accounts. Those franchisees operate under their own privacy policies.

- **Facebook:** If you visit <https://www.facebook.com/hooters>, you can post comments or click on the 'like' option for individual entries posted by Hooters. If you comment or click on the 'like' button, personally identifying information will be visible to other Facebook site

visitors to Hooters' page, depending on your own Facebook privacy settings. Facebook's site is governed by its own Privacy Policy, available at:

<http://www.facebook.com/about/privacy/>.

· **Twitter:** Hooters uses Twitter to send short messages or 'Tweets' to share information about Hooters Restaurants, as well as to respond to comments and inquiries sent to our Twitter account: @HOOTERS. If you are link a tweet to the @HOOTERS account, personally identifying information will be visible to visitors to Hooters' Twitter feed, but you can modify how much of your Personal Information provided to Twitter is visible by changing your privacy settings at the Twitter.com website. The Twitter Privacy Policy is available at: <http://twitter.com/privacy>.

· **YouTube:** Hooters also posts videos on YouTube. If you log on to YouTube and comment on any Hooters videos, any Personal Information you included when registering for your account will be visible to visitors who click on the comment on Hooters' YouTube site. The YouTube Privacy Policy is available at: <http://www.youtube.com/t/privacy>.

· **Instagram:** Hooters also posts pictures on Instagram. If you log onto Instagram and link to or comment on any such photos, the information or content that you had voluntarily disclosed to Instagram as part of your Profile will then be visible to visitors to Hooters' Instagram account. The Instagram Privacy Policy is available at: <https://instagram.com/about/legal/privacy/#>

Notice to California Residents

Subject to certain limits under California Civil Code § 1798.83, California residents may ask us to provide them with (i) a list of certain categories of personal information that we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, and (ii) the identity of those third parties. To make this request, California residents may contact us as specified in the "How to Contact Us" section below.

Your Consent

This Privacy Policy applies to all information gathered for and on behalf of Hooters through its Sites including, but not limited to www.hooters.com, together with any and all future websites operated by or on behalf of Hooters (collectively, the "Websites"), and to its Mobile App, together with any and all future mobile applications operated by or on behalf of Hooters (collectively, the "Applications"). By using the Websites or Applications, you consent to the data practices described in this Privacy Statement.

BY SUBMITTING PERSONAL INFORMATION TO HOOTERS, AND/OR BY ACCESSING AND USING THE WEBSITES AND APPLICATIONS, YOU AGREE TO HOOTERS' COLLECTION, USE, AND DISCLOSURE OF SUCH PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY.

Changes to our Privacy Policy

This Policy may change from time to time and all updates will be posted on this page. By continuing to use the Sites, you consent to any changes in this Policy. This Policy was last modified on 02/20/2015.

How to Contact Us

If you have any questions regarding this Policy, you may contact us using the information below.

- Email: privacy@hooters.com
- Mail:
Privacy at Hooters
Attn: Legal Department
1815 The Exchange
Atlanta, GA 30339

When contacting us, so that we can respond, please include your full name and the contact information for your preferred mode of contact (mail, email, or phone), and please describe the specific nature of your request.

Thank you.

We The People / WhiteHouse.gov

Privacy Policy

The White House is committed to protecting individual privacy and securing the personal information made available to us when you visit WhiteHouse.gov, use our mobile app, or visit White House pages hosted by other sites (such as our official profiles on social networking sites). This Privacy Policy describes what information is made available to the White House and how that information is used and retained, and provides information on:

- [Information we receive](#) (when you provide it, visit [WhiteHouse.gov](#), use the WhiteHouse.gov mobile app, receive email updates, or interact with official White House presences on third-party sites)
- [How this information is used](#)
- [Sharing of this information](#)
- [Data retention](#)
- [Third-party tools and sites](#)
- [Children and privacy](#)
- [Security](#)

If you have questions about this policy or suggestions for its improvement, please let us know at [WhiteHouse.gov/Privacy/Feedback](#).

[En español](#)

Information Received and Retained by White House Online Platforms

Information You Give Us

You do not have to provide the White House with any personal information or create a user account to access information on WhiteHouse.gov. However, for some services, we may need some personal information from you such as your name, address, telephone number, and email address. For example:

- The [“Contact the White House” form](#) asks for basic contact information so we can respond to your request;
- When we ask users to share their story or how a policy decision will impact them, we generally ask for their name, zip code, and email address;
- Creating a user account for our online petitions platform [“We the People”](#) requires a valid email address and a first and last name; and
- We may ask for personal information from people applying to, registering for, or participating in a White House event or competition.

Visits to WhiteHouse.gov

When you visit WhiteHouse.gov, the following basic information is automatically received and stored by the web servers hosting WhiteHouse.gov:

- The originating [Internet Protocol \(IP\)](#) address;
- The internet [domain name](#);
- Information about your computer or mobile set-up (e.g., type and version of web browser, operating system, screen resolution, and connection speed);
- The pages on WhiteHouse.gov that you visit;
- The internet address, or URL, of the website that connected you to our site, if you accessed WhiteHouse.gov via a link on another page (i.e., “referral traffic”); and
- The amount of data transmitted from WhiteHouse.gov to your computer.

The White House also uses web measurement and customization technologies (such as “[cookies](#)”). You can choose not to accept cookies from any website, including WhiteHouse.gov, by changing your browser settings. [Click here to learn more about how we use cookies.](#)

Using the WhiteHouse.gov Mobile Application

When you use the WhiteHouse.gov [Mobile Application](#) (“App”), the App pulls content from the White House website, generating the same basic information as when you visit WhiteHouse.gov (see [Visits to WhiteHouse.gov](#)). The WhiteHouse.gov Mobile App does not collect geolocation information or use location services. You may sign up to receive “push notification” messages via a third party provider (currently Urban Airship). To make sure messages reach the correct devices, our third party provider relies on a [device token](#) unique to your mobile device. While we may be able to access a list of the tokens, the App and tokens do not reveal your identity, unique device ID, or contact information to us. If, at any time, you wish to stop receiving push notifications, simply adjust your phone settings or remove the App.

The White House receives aggregate data about the use of our App, such as the number of people who have opened the App from a third party provider (currently Google Analytics). We also receive aggregate data from the platforms that distribute our App (currently the iTunes Store and Google Play Store), such as the number of people who download the App and mobile set-up information (e.g., device model, App version, country, language, and mobile carrier). Please consult the privacy policies of these third parties for further information.

Email Subscriptions

In order to manage White House email subscription lists, we retain the names and email address of our email subscribers, as well as other information they may have shared with us (e.g., addresses and phone numbers), logs of emails we send, and

automatically generated email data used to improve our email communications. This automatically generated email data (generated through simple tools such as “pixel tags” and link redirects) includes:

- The recipient’s [email client](#);
- Whether the email was opened;
- If a link in the message was clicked;
- Whether an email was delivered;
- If the email was forwarded; and
- If the email was printed.

If, at any time, you wish to stop receiving our messages, simply click on the “Unsubscribe” link at the bottom of each email message.

Third-Party Websites

The White House maintains official pages or accounts on third-party websites in order to better engage with the American public ([a current list is here](#)). Your activity on those sites is governed by the third-party website’s security and privacy policies. Users of third-party sites often share information with the general public, user community, and/or the third-party operating the site. Consequently, you should review the privacy policies of third-party sites before using them and ensure that you understand how your information may be shared and used. You should also adjust privacy settings on your account on any third-party site to match your preferences.

For the sole purpose of complying with the [Presidential Records Act](#), the White House archives some information that users submit or publish when engaging with the White House through official White House pages or accounts on third-party websites (e.g., by sending a message, posting a comment, “following,” “friending,” or taking similar actions). This information may contain personal information, such as an individual’s username and other public account information, when such information is available based on the user’s privacy settings and the terms of the site. For example:

- On Twitter, the White House automatically archives “tweets” from official White House accounts, “direct messages” sent to or from official White House accounts, and “mentions” (tweets from other users to official White House accounts; these tweets contain an @ and the username of an official White House account (e.g., [@WhiteHouse](#)). The White House also automatically archives any status that official accounts have “favorited.”
- On Facebook, the White House automatically archives all content created by official White House pages, content that tags an official White House page, and any content posted on official White House pages (for example, the number of likes to the page and comments posted).
- On Google+, the White House automatically archives all content posted by official White House accounts, as well as the number of

likes/comments/shares on each of those posts (including the comments themselves). The White House also automatically archives the total number of Google+ users that have added our page to a “Circle,” and the list of users that White House accounts have added to “Circles.”

For aggregate statistical analysis and to improve the quality of our services, we may integrate web measurement tools with our social media pages. These tools enable basic analysis of social media traffic (such as the number of people visiting a certain page) and do not collect personally identifiable information.

How Information is Used

If you choose to [provide us with information](#), we may use that information to contact you, respond to your message or petition, or provide you the information or services you requested. In order to serve you better, we may analyze multiple sources of data you have provided (for example, to look up whether you previously contacted the White House about the same topic so that we do not send you a duplicative response). We may also use messages or comments collected through WhiteHouse.gov or official social media pages for our own purposes, such as to inform policy decisions or in public advocacy.

We may use data you provide and automatically generated data for statistical analysis to assess, for example, what information is of interest to users, technical design specifications, and system performance. This allows us to make general improvements to our site as well as to offer tailored content to email subscribers (e.g., a follow-up message to subscribers interested in a specific topic based on information they have provided or automatically generated data).

Sharing of this Information

[Information you choose to share with the White House](#) (directly and via third party sites) may be treated as public information. We may, for example, publish compilations of messages or comments collected through WhiteHouse.gov or official social media pages and provide them to national leaders, members of the press, or other individuals outside of the Federal Government. And the [We the People API](#) allows public access to some We the People signature data. However, we exercise discretion to limit such disclosures to protect your privacy (for example, we generally do not publish last names of commenters).

The White House uses a third-party analytics provider (currently Google Analytics) to analyze data from cookies. The third-party analytics provider does not receive personally identifiable information through these cookies. We have also limited the provider’s ability to see your full IP address (a process known as “IP masking”). Please review Google Analytics’ [privacy policy](#) for additional information.

Within the White House, we restrict access to personally identifiable information to employees, contractors, and vendors subject to non-disclosure requirements who require access to this information in order to perform their official duties and exercise controls to limit what data they can view based on the specific needs of their position.

In some cases, we may share information you have provided or automatically generated information with other government agencies in response to lawful law enforcement requests or to protect WhiteHouse.gov from security threats. Additionally, if you seek assistance on a matter within the jurisdiction of a federal agency, we may share your information with that agency for the limited purpose of addressing your request for assistance.

We do not use or share your information for commercial purposes and, except as described above, we do not exchange or otherwise disclose this information.

Data Retention

Under the [Presidential Records Act \(PRA\)](#), we are generally required to retain information until the end of the current Administration, at which time it will be transferred to the National Archives and Records Administration (NARA). NARA may eventually release this material to the public, but will withhold any information that would constitute a clearly unwarranted invasion of personal privacy if released. Access to this information may be requested under the Freedom of Information Act (FOIA) five years after the end of the current Administration.

NARA or the White House may choose to dispose of information lacking in historical value through procedures under the PRA. The White House currently disposes of certain information under those procedures:

- Server log entries are retained for one year (for example, server logs from June 2011 will be deleted in June 2012);
- Aggregate data on Mobile App use is retained until the end of the current Administration.
- Cookie data linked to individual users will be retained for 13 months;
- Other cookie data will be retained by the White House until the end of the current Administration; and
- Automatically generated email data will be retained by the White House until the end of the current Administration.

Third-Party Tools and Sites

Links to External Sites

WhiteHouse.gov and other White House platforms and pages may link to websites created and maintained by other public and/or private organizations and individuals. When you follow a link to an external site, you are leaving WhiteHouse.gov and are subject to the external site's privacy and security policies. We do not control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on an external site. We also do not endorse the site's sponsor, any views they express, or any products or services they offer.

White House Pages on Third-Party Websites

Your activity on those sites ([a current list is here](#)) is governed by the third-party website's security and privacy policies. The White House has conducted and published a [Privacy Impact Assessment of Third-Party Sites](#), which includes more information about these issues and can be accessed [here](#).

White House Content Embedded in Third-Party Sites

In some instances, a third-party website may feature embedded White House content served by WhiteHouse.gov. For example, other websites might embed the WhiteHouse.gov's "[Taxpayer Receipt](#)" calculator. The embedded WhiteHouse.gov content automatically generates White House server logs (see [Visits to WhiteHouse.gov](#)) and may set a White House cookie (see [Cookies](#)).

Children and Privacy on WhiteHouse.gov

We believe in the importance of protecting the privacy of children online. The [Children's Online Privacy Protection Act \(COPPA\)](#) governs information gathered online from or about children under the age of 13. Verifiable consent from a child's parent or guardian is required before collecting, using, or disclosing personal information from a child under age 13. Our site is not intended to solicit information of any kind from children under age 13. If you believe that we have received information from or about children under age 13, please contact us through the [Privacy Feedback form](#).

Security

We take reasonable precautions to protect our site and information automatically collected by WhiteHouse.gov or voluntarily submitted to WhiteHouse.gov or an official White House page on a third-party site. For example, we restrict access to personally identifiable information to employees, contractors, and vendors subject to non-disclosure requirements who require access to this information in order to perform their official duties and exercise controls to limit what data they can view based on the specific needs of their position. Access to official White House accounts

on third-party sites is limited to the individuals who administer those accounts, and all official White House accounts are clearly labeled.

We also utilize commonly used practices and technical controls to protect the information in our possession or control, along with WhiteHouse.gov itself. These practices and controls include, but are not limited to: encrypting the transfer of personal information over the internet via Secure Sockets Layer (SSL), using high-strength firewalls and intrusion detection systems (IDS) to safeguard personal information, and maintaining strict technical controls and procedures to ensure the integrity of all data on WhiteHouse.gov.

We periodically review our processes and systems to verify compliance with industry best practices and to ensure the highest level of security for our website.

Updates to This Privacy Policy

We will revise or update this policy from time to time. If we make significant changes to how we handle personal information, we will post changes to the policy on our site and change the date at the bottom. We will provide additional notice in advance (e.g., a disclaimer on our website or an email to subscribers) if material changes are being made.

Updated: December 19, 2015

Previous version(s) of this policy may be accessed on the [archive page](#).