



## PRIVACY POLICY

### Fire & Vine Rewards™ Privacy Policy

#### FIRE & VINE REWARDS™ SYSTEMS AND FIRE & VINE REWARDS™

We are Fire & Vine Rewards™ and we are committed to protecting and respecting your privacy. We provide loyalty, gift card, and online ordering programs referred to as SERVICES on behalf of our restaurants, referred to as FIRE & VINE REWARDS™. Fire & Vine Rewards™ processes transactions, provides a marketing platform, and data analysis for those programs on behalf of FIRE & VINE REWARDS™. Please refer to the privacy policy of FIRE & VINE REWARDS™ (found on its website) for its use of your data. We may change this Policy from time to time, so please check this page occasionally to ensure that you're happy with any changes. By using this microsite, you're agreeing to be bound by this Policy.

#### WHEN AND WHY WE COLLECT INFORMATION ABOUT YOU

We obtain information about you and make it available to FIRE & VINE REWARDS™, when you use the microsite, app or engage with email, through mechanisms including cookies, interactive forms and link tracking. FIRE & VINE REWARDS™ may use one or more of the Fire & Vine Rewards™ SERVICES that collect information about you including microsites and mobile apps for registration, balance inquiry and online ordering, text messaging (SMS) and email, FIRE & VINE REWARDS™ may also provide us with sales data and may time transfer your data by other means, for example, some BRANDS use paper registration forms to collect program member data.

**When you are serviced in stores** - Point-of-Sales data is used to track purchase behavior for the purpose of operating loyalty and gift programs.

**When you use our mobile applications:** When you log into your account on the website, we may track and collect usage data such as date and time the app accesses our servers and what information and files have been accessed, viewed based on your device number or other identifier. If you allow the mobile app to collect location information, we may receive the precise location of your mobile device, such as your device's precise GPS coordinates.

Typically, you give permission to do so through your device's mobile operating system. If you grant permission, we may collect that information while the device is running in the foreground or background. You may disable the app's collection of location information through your device's mobile operating system.

**When you use our microsites:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or macOS), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and browser click-through and usage data.

**Cookies, pixel tags and other similar technologies:** Cookies are pieces of information stored directly on the computer that you are using. Our websites, online advertisements, and emails use cookies, pixel tags, and other technologies to automatically collect information about your interactions. Collected information includes browser type, pages viewed, links clicked, and other actions you take in connection with our websites, mobile apps, online ads, and email. We use the information for a variety of purposes, including to facilitate navigation, to display information more effectively, to personalize your experience, to understand how our websites are used, to market our products and services, to measure the success of our marketing campaigns, and for security purposes.

If you do not want information collected using cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site. If you do not accept cookies, you may experience some inconvenience in your use of the microsites.

**Marketing Automation:** We use third-party providers which use cookies and similar technologies to collect, analyze, and use information only when requested by FIRE & VINE REWARDS™.

**Analytics:** We use third-party service providers, including Google, which use cookies and similar technologies to collect and analyze information. We use third-party service providers, including Google, which use cookies and similar technologies to collect and analyze information about the use of our microsite. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's practices at <http://www.google.com/policies/privacy/partners/>, and opt out by using the Google Analytics Opt-Out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**Do-Not-Track:** While some browsers and devices provide a "Do Not Track" we, like many others do not honor those browser and devices requests.

#### TYPE OF INFORMATION COLLECTED FROM YOU

We may collect personal information with information from you, such as your name, email address, postal address, phone number, gender, birthday, personal interests, etc., when you engage in activities such as visiting one of our microsites, FIRE & VINE REWARDS™'s locations, installing or using our mobile apps, placing an order online, saving your information with us online, interacting with an email, contacting us with a question or concern, or participating in a contest, promotion, or survey. We may maintain a record of your product interests and the purchases you make online, through a mobile app, by phone and in FIRE & VINE REWARDS™'s stores. Through the point of sale, we may track the location of the transaction, the date and time of the transaction, what was purchased and other details of the transaction. This data may be necessary for the operation of the loyalty program so that rewards can be earned and redeemed or gift program so that currency can be added or redeemed. Personal information, such as phone number, may be used at the point-of-sale as an identifier to your account information so that a transaction can be processed for your account.

We may combine personal information about your online and in-store transactions and other interactions with us, including your purchases. We may also combine your personal information with information we receive from other sources provided by FIRE & VINE REWARDS™, public databases, publicly available pages on social media platforms and other third parties. In addition, if you choose to engage in social sharing, such as by connecting your social media account to your customer account or by logging into your customer account from your social media account, the social media site may share information with us about your use of their services, including profile information, information about your contacts and content you have viewed or liked. Please refer to the social media site's privacy settings to control how your information is shared.

If you submit any personal information relating to other people to us or to our service providers, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

#### HOW YOUR INFORMATION IS USED

- Enable you to enroll and participate in FIRE & VINE REWARDS™'s loyalty, gift, or customer relationship program.
- Grant you access to your account information with FIRE & VINE REWARDS™.
- Enable you to identify yourself to earn or redeem loyalty currency.
- Enable you to add or redeem stored value currency.
- Enable you to place and pay for an online order.
- Process transactions.
- Enhance the app experience.
- With device location information we help you locate stores and check in to stores to identify yourself for the purpose of earning and redeeming loyalty currency.
- Create a profile of your interests and preferences so that FIRE & VINE REWARDS™ can contact you with information relevant to you. Additional information about you may be incorporated into your profile.
- Communicate with you.
- FIRE & VINE REWARDS™ may use the data to communicate with you through targeted marketing and account-related messages that arrive via your mobile device, mobile app, email inbox, or via SMS depending on your opt in status. activities that are or potentially may be prohibited or illegal.
- As we believe to be required or appropriate to protect the rights, property, safety, and security of Fire & Vine Rewards™ and its employees, customers, and others, and to comply with applicable laws.

We will hold your personal information in our systems for as long as is necessary for the relevant activity.

For handling of EU data, please see FIRE & VINE REWARDS™'s privacy policy. We will commit to providing "opt out" options as well as the ability for those who reside in the EU to delete their information from our database.

#### WHO HAS ACCESS TO YOUR INFORMATION

We will not sell, rent or share your information with third parties, unless specifically instructed to do so by FIRE & VINE REWARDS™.

Fire & Vine Rewards™ and the authorized users from FIRE & VINE REWARDS™ have credentials to access our merchant portal and your information.



Fire & Vine Rewards™ will not sell or rent your information to third parties.

**Third-party service providers working on our behalf:** We may pass your information to our third-party service providers, subcontractors and other associated organizations for the purpose of completing tasks and providing services to FIRE & VINE REWARDS™. However, when we use third-party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the Fire & Vine Rewards™ Network for them to use for their own direct marketing purposes, unless requested to do so by FIRE & VINE REWARDS™, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganization, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

**YOUR CHOICES**

You have a choice about whether you wish to receive information from FIRE & VINE REWARDS™. If you do not want to receive communications from FIRE & VINE REWARDS™, then you can opt out.

**If you reside in the EU:**

Direct communications to you are governed by FIRE & VINE REWARDS™. Fire & Vine Rewards™ provides FIRE & VINE REWARDS™ tools to access, correct and delete your data as well as opt-out you out of marketing communications.

How you can access and update your information  
Please contact Fire & Vine Rewards™ with questions on your data, for the right to access your data, or if you want to be forgotten.

**SECURITY PRECAUTIONS**

To protect against the loss, misuse or unauthorized alteration of your information, we provide industry-standard physical, electronic, and procedural safeguards to protect the information we process and maintain. For example, we use encryption and take reasonable measures to limit access to this information to authorized employees and contractors who need to know that information to operate, develop or improve our service. Be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches. As a result, we cannot guarantee or warrant the security of any information you transmit on or through the service and you do so at your own risk.

**LINKS TO OTHER WEBSITES**

The microsite may contain links to other websites run by other organizations. This privacy policy applies only to the microsite, so we encourage you to read the privacy statements on the other websites you visit. We are not responsible for the privacy policies and practices of FIRE & VINE REWARDS™ and other sites, even if you access them using links from our website.

In addition, if you have accessed the microsite from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

**HOW FIRE & VINE REWARDS™ PROTECTS KIDS' PRIVACY**

Fire & Vine Rewards™ is concerned about the privacy and safety of children when they use the Internet. We will never knowingly request personally identifiable information online from anyone under the age of 16 in the EU or under 13 outside the EU, without prior verifiable parental consent. If you are under these ages, please contact the program administrator and have your personal information removed.

**CALIFORNIA RESIDENTS**

California Shine the Light Law  
Under California Civil Code sections 1798.83–1798.84 California residents may request the names and addresses of affiliated companies and categories of Personal Information we share for their direct marketing purposes. If you are a California resident and would like to make such a request, please contact FIRE & VINE REWARDS™.

Fire & Vine Rewards™ does not share Personal Information as defined by the California Shine the Light Law.

California Consumer Privacy Act of 2018

California residents have the following rights:

- 1. The Right to Disclosure
  - a. About information collected
  - b. About information sold
  - c. Categories of personal information sold

d. Categories of Third Parties with whom the personal information was sold

- 2. The Right to Deletion of Personal Information
- 3. The Right to Opt-Out of the sale of Personal Information to Third Parties
- 4. The Right to Sue for Security Breaches
- 5. The Right to not be Discriminated Against Based on Exercising any of the Above Rights

California residents may Data Disclosure and Data Deletion requests by contacting FIRE & VINE REWARDS™:

Fire & Vine Rewards™ does not sell Personal Information as defined by the California Consumer Privacy Act (CCPA).

Authorized Agents may submit requests on behalf of a California resident using the above processes and providing the appropriate documentation.

The following section describes:

- 1. Categories of personal information collected for FIRE & VINE REWARDS
- 2. The purpose for which the personal information is collected
- 3. Specific personal information collected
- 4. Categories of sources from which that information is collected
- 5. Categories of Third Parties (who are not classified service providers) with whom the information may be shared
- 6. The purpose for selling or sharing of personal information

**NEVADA RESIDENTS**

Under Nevada SB 220, Nevada residents may submit an opt-out request regarding the sale of their Personally Identifiable Information (PII) collected through a website or online service.

Fire & Vine Rewards™ does not Sell Personally Identifiable Information (PII) as defined by Nevada SB 220.

**EU RESIDENTS**

Fire & Vine Rewards™ is based in the United States (U.S.) and the information Fire & Vine Rewards™ and its service providers collect is governed by U.S. law. If you are accessing our Services from outside of the U.S., please be aware that information collected through the services are transferred to, processed, stored, and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the services or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information, including Personal Information, in the U.S. as set forth in this Privacy Policy.

As residents of the EU, you will have certain additional rights with respect to your Personal Data under the General Data Protection Regulation including:

- 1. The right to be informed.
- 2. The right of access.
- 3. The right to rectification.
- 4. The right to erasure.
- 5. The right to restrict processing.
- 6. The right to data portability.
- 7. The right to object.

If you have questions regarding other rights including right to access and right to be forgotten please contact FIRE & VINE REWARDS™.

**WHO TO CONTACT?**

Please contact Fire & Vine Rewards™ with questions or comments regarding your data.

If you have attempted to reach Fire & Vine Rewards™, and have not received a response, please contact Fire & Vine Rewards™ and include FIRE & VINE REWARDS™ information in your communication:

By email to [rewards@firevine.com](mailto:rewards@firevine.com)  
By phone to 206-352-1450  
By mail to:  
Fire & Vine Rewards™  
Att: Privacy Policy - Guests  
1037 NE 65<sup>th</sup> St. #321  
Seattle, WA 98115

**Review of this Policy**

We keep this Policy under regular review, and we may change this privacy statement from time to time. If we do, we will post the revised version here and change the last updated date (the date it applies from) at the top of the statement. You should check here regularly for the most up-to-date version of the statement. This Policy was last updated on October 29, 2025.



# FIRE & VINE™

## REWARDS

Categories of Personal Information as defined by CCPA	Do we collect this type of info	Why we collect this type of info	What we collect	Categories the sources of the collected info	Is it shared with Third Parties	Categories of those Third Parties	Purpose of Sharing	Can you opt-out of this sharing
Identifiers	Yes	To uniquely identify you	Name, email, Phone, Loyalty Identifier	You, Media & List Providers	No	n/a	n/a	n/a
Commercial Information	Yes	To support business transactions	Sales transactions	You	No	n/a	n/a	n/a
Biometrics	No	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Network Activity	Yes	To allow access to and optimize our website	Access to our website and Mobile apps	You	n/a	n/a	n/a	n/a
Geolocation Data	Yes	To contact you and enable certain location specific services	Physical address	You	No	n/a	n/a	n/a