



## LDQ Privacy Policy

LDQ, LLC respects each individual's right to personal privacy. We will collect and use information through our web site only in the ways disclosed in this statement. This statement applies solely to information collected at LDQ, LLC's Web site.

### Part I. Information Collection

LDQ, LLC collects information through our web site at several points, including our Contact page, Franchise Information section and our News/Events section of the site. We collect the following information about primary visitors: individual names, company names, mailing addresses, telephone numbers, fax numbers, email addresses, and any personal comments or questions the user may have.

We may also collect user data and feedback which our users divulge about other people, such as referrals, quotes for media releases, and customer testimonials.

We do not actively market to children, and we never knowingly ask a child under 13 to divulge personal information. We do not employ cookies.

We collect the following general data that is not personally identifiable information such as market area research related to consumer dining trends, consumer preferences, marketing strategies and operational requirements for developing our franchised restaurant system.

We verify the accuracy of this information by public references, reliable government sources, personal verification and market area research with credited sources.

We collect contact information and data through online registration forms, "opt in" forms, and automated server logging files. The information is collected voluntarily – the user voluntarily enters the data – and we store the data on a secure server or within confidential corporate data files such as spreadsheet and contact databases.

In order for user to receive The Little Dooley Barbeque & Blues™ products, services, franchise information, information on existing restaurants, news and events, media releases, and online ordering information, collecting data is mandatory to fulfill customer service requests, to qualify potential franchisees, and maintain communication with users and franchisees.

### Part II. Information Usage.

The information collected by LDQ, LLC will be used for qualifying franchisees, gathering customer information and developing our marketing and operational planning for the franchised restaurant system. Users who provide information will receive email newsletters, announcements, franchise and marketing collateral.

Registered users will receive additional announcements from us about products, services, grand opening announcements, press releases and a monthly newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications.

The information we collect will be used to create customer profiles based on browsing or purchasing history. We will supplement information collected at our Web site with data from other sources such as credit history to authorize purchases.

We may share data with the following third parties: shipping companies, credit card companies, manufacturers and franchisees of The Little Dooley Barbeque & Blues™ restaurants. These third parties will use the information as follows: to verify contact information, to verify payment information, and to gather customer profile information. Users may opt out to have their information shared with third parties.

We offer links to other Web sites. Please note: When you click on links to other Web sites, we encourage you to read their privacy policies. Their standards may differ from ours.

If our policy on information collection or uses changes, LDQ, LLC will advise you by posting an announcement on our website.

### Part III. Access to Information

LDQ, LLC maintains the accuracy of our information by monthly website maintenance procedures. Users may access their own personal information and contact us about inaccuracies they may find by calling 1-888-895-2512 or sending an email to [info@thelittledooley.com](mailto:info@thelittledooley.com), or clicking the link at the bottom of this privacy policy.

### Part IV. Problem Resolution

If problems arise, users may contact LDQ, LLC by telephone at 1-888-895-2512 or email at [info@thelittledooley.com](mailto:info@thelittledooley.com) We are committed to resolving disputes within 24 to 48 hours.

### Part V. Data Storage and Security

LDQ, LLC protects user information with the following security measures: security protocols, secure servers, firewalls, SSL encryption and other technology and procedures used to protect consumer privacy.