

PRIVACY POLICY

I. PURPOSE OF THE PRIVACY POLICY

This Policy explains how We process Your personal data, in particular in connection with Your use of our Website, in connection with placing orders via the website or by telephone, as part of the creation and operation of your user account, as well as addressing Your queries, complaints and suggestions, including questions, complaints and suggestions related to marketing communications directed to you. In this Policy, You will also find information about your rights arising from the processing of your personal data by us and how you can exercise them.

II. DEFINITIONS OF TERMS AND ABBREVIATIONS

Operator or us – AmRest SK s.r.o., Pajšúnska 3, 851 02 Bratislava, Company ID No.: 51 676 524, Commercial Register of the Municipal Court Bratislava III, Section: Sro, Reg. No.: 127800/B, which operates the Pizza Hut and Burger King brands in the Slovak Republic.

We would like to inform you that:

- In connection with the website, in some cases, your personal data may also be processed by AmRest Franchise Spółka z o.o., acting as a franchisee, or one of the franchisees. For more information on the scope and principles of processing your personal data by the franchisee and franchisee, please see section XIII below.

Personal data - information about a natural person identified or identifiable by one or more specific factors determining the physical, physiological, genetic, mental, economic, cultural or social identity, including device IP, location data, internet identifier and information collected via cookies and other similar technology.

Policy - this Privacy Policy.

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

Website – a website operated by the Operator at the internet address pizzahut.sk.

User and/or You – a natural person, visiting a given Website or using one or more services (including Mobile applications) or functionalities described in the Policy, whose personal data We process for at least one purpose indicated in the Policy.

Franchisor - AmRest Franchise Spółka z o. o. with its registered seat in Wrocław, ul. Powstańców Śląskich 15-17, 53-332 Wrocław.

Franchisee - an entrepreneur who, on the basis of a franchise agreement concluded with the Franchisor, runs a restaurant or several restaurants under the Pizza Hut brand, belonging to the AmRest franchise network.

III. DATA PROCESSING IN CONNECTION WITH THE USE OF THE WEBSITE AND MOBILE APPLICATIONS

In connection with your use of the Website, we collect and process personal data to the extent necessary to provide the individual services offered, as well as data about your activity on this Website. Detailed rules and purposes for the processing of collected personal data are described below.

A. Using the Website

When you use our website, we process the following personal data:

- a) **Technical data** – we may collect information about the device you use to access our website, such as your device's IP address and your device's operating system. In addition, if the device is mobile, we may collect the device type and its unique advertising identifier. We may also collect some technical information about the browser you are using.

- b) **Website Usage Data** – this is data about your browsing activity on our website, what subpages you visited and when you visited them, what items you clicked on a particular page, how long you stayed on a particular page, etc.;
- c) **Location data** – If you consent to the processing of location data, the following applies: This is precise information regarding your geographic location derived from your device's IP address and/or your device's location features, as well as details about your address entered manually. This makes it possible to determine your exact geographical coordinates. This helps us show you ads that are relevant to your location, for example, if we want to show ads only to users located in the Slovak republic, or to show you the location of the nearest restaurants;
- d) **Ad data** – This is data related to online advertisements that we have shown you or tried to show you, e.g. how many times you have seen a particular ad, on which page the ad was displayed, ad identifier (a unique identifier assigned to a mobile device or operating system, browser, application used to personalize advertising offers), etc.
- e) **User data** – we process your name, surname, e-mail address and, if applicable, other personal data that you voluntarily provide to us as part of your communication with us. We process this personal data when you contact us with a question, complaint or recommendation via the contact form on our website.

The above personal data will be processed for the following purposes:

- a) provision of services by electronic means in connection with the sharing of the content of the website with the user – in this case, the legal basis for the processing is related to the necessity of the processing for the performance of the contract (Article 6(1)(b) of the GDPR);
- b) analytical and statistical activities – in this case, the legal basis for the processing is our legitimate interest in analysing the user's activity and preferences in order to improve the functions and services provided (Article 6(1)(f) of the GDPR), and in relation to the storage and access to the information collected on your end device, the legal basis is the consent you have given (so-called "cookie consent").
- c) Responding to your questions, complaints or suggestions – in this case, the legal basis for the processing is related to the necessity of the processing for the performance of a contract (Article 6(1)(b) of the GDPR) or to our legitimate interest in providing you with an answer to your questions, complaints or suggestions (Article 6(1)(f) of the GDPR).
- d) where it is necessary to protect our rights and interests (i.e. legal claims) – the legal basis for such processing is our legitimate interest (Article 6(1)(f) of the GDPR) consisting in the protection of our rights;
- e) marketing activities of the operator and other entities, in particular for purposes related to the presentation of behavioural advertising – the principles of personal data processing for marketing purposes are set out below in the section **Marketing**.
- f) technical and administrative purposes - the activity of users on the website, including their personal data, is recorded in system logs (special computer software used to store and chronologically record information about events and activities related to the IT system that we use to provide services). The information collected in the logs is processed primarily for purposes related to the provision of services. We also process it for technical and administrative purposes, to ensure the security of the IT system and its administration, as well as for analytical and statistical purposes – in this case, the legal basis for the processing is related to our legitimate interest (Article 6(1)(f) of the GDPR).

B. Marketing

We will also process your personal data for the purpose of carrying out marketing activities, which may consist of:

- a) displaying marketing content that is not tailored to your preferences (contextual advertising);
- b) displaying marketing content that is tailored to your preferences (behavioural advertising);

- c) carrying out other types of activities related to the direct marketing of goods and services (e.g. sending marketing communications by electronic means), including sending e-mail notifications about interesting offers or content, which in some cases may contain marketing messages (newsletter service), as well as providing on-screen notifications (so-called push notifications).

Behavioural advertising

Analysis and profiling for marketing purposes – in order to know your personal preferences and behaviour, and to be able to present you with information about products, services, news and promotions that we offer, which we believe may be of interest to you and will be "tailored" to your needs, we will create your customer profile (profiling). In order to create this profile, we or our trusted partners will process your personal data that you have provided directly or that results from your activities on the website.

A list of our trusted partners, a description of the tools they use, and links to their privacy policies are provided in Section VI below.

The legal basis for the processing of the above-mentioned personal data is our legitimate interest in examining your preferences and behaviour necessary for the preparation and presentation of information about our products, news and promotions that we believe may be of interest to you and that will be "tailored" to your needs (profiling), as well as for the direct marketing of our products and services (Article 6(1)(f) of the GDPR).

Marketing communication

We will be directing to You marketing messages about products, novelties and promotions offered through Our communication channels (e.g. e-mail, SMS, WebPush, mobile push). The legal basis for the processing is the legitimate interest consisting in presenting You with information about Our products, novelties and promotions which, We consider, may be of interest to you, as well as direct marketing of Our products and services (Article 6(1)(f) of GDPR), in connection with Your consent to send You marketing information.

Social media

The Controller processes personal data of users visiting the Controller's social media profiles (e.g. Facebook, YouTube, Twitter, Instagram) or leaving information about the Controller's activity on other sites, e.g. Google opinions service. This data is processed exclusively in connection with running of the profile, as well as in order to:

- a) inform users about the Controller's activity and promote various type of events, services and products. The legal basis for personal data processing by the Controller relates to the legitimate interest (Article 6(1)(f) of GDPR) consisting in the promotion of the own brand;
- b) examine our Customers' satisfaction and determine the quality of our services. The legal basis for the processing of the above-mentioned data relates to our legitimate interest consisting in obtaining the relevant information in order to improve the quality of our products and services (Article 6(1)(f) of GDPR);
- c) if necessary, in order to establish and assert claims and defend against claims, the legal basis is our legitimate interest consisting in the ability to establish and assert our claims or to defend against such claims (Article 6(1)(f) of GDPR).

In case of using our social media profiles, data may be transferred outside of the EEA. Further information on that subject You will find on our privacy notices available on the relevant social media profiles.

IV. COOKIES AND SIMILAR TECHNOLOGIES

Cookies are small text files that are stored on the user's device when browsing a website. Cookies collect information that enables the use of the website – e.g. by remembering the user's visits to the website and the activities performed by the user. A detailed description of the cookies used is available in the cookie management tool (the

link is provided at the bottom of the website under "Managing cookies"). The following is a general description of the categories of cookies we use:

- a) **NECESSARY COOKIES** – we use so-called necessary cookies primarily for the purpose of providing electronic services to the user and to improve the quality of these services. Our use of necessary cookies is essential for the website to function properly. These cookies are stored on your device in particular for the purpose of remembering login sessions or filling in forms, as well as to record that you have given us consent to cookies other than necessary or to identify you when you move between parts of our website;
- b) **ANALYTICAL COOKIES** – analytical cookies allow us to determine the number of visits and sources of traffic to our website. They help us see which pages are more popular and which are less popular, and understand how users move around the website. This allows us to create statistics and improve the performance of our portals. The information these cookies collect is aggregated and is not intended to identify you. If you do not allow these cookies, we will not know when you have visited our website;
- c) **FUNCTIONAL COOKIES** – Functional cookies remember and adapt the website to your choices, such as language preferences. You can set your browser to block or notify you of necessary and functional cookies; However, if you do this, it will result in some parts of the portal not working properly;
- d) **MARKETING – ADVERTISING COOKIES** – marketing – advertising cookies adapt the displayed advertising content to your interests, not only on the website, but also outside it. They can be used by advertising partners through our website. Based on the information from these cookies and your activity on other websites, your interest profile is compiled. Marketing – advertising cookies do not store your personal data directly, but identify your internet browser and hardware. If you do not allow these cookies, we will still be able to show you advertising content, but it will not be "tailored" to your preferences.

V. MANAGING COOKIES SETTINGS

The use of cookies to collect data, including access to data stored on the user's device, requires the user's consent. The website receives consent from the user through the cookie bar. This consent can be withdrawn at any time in accordance with the rules below. Consent is not required for necessary cookies, the use of which is necessary for the provision of services by electronic means through the website (transmission of data for the purpose of displaying content). If you wish to consent to cookies via the cookie bar, you should retain the appropriate browser settings that allow cookies to be stored from the website to your end device.

Withdrawal of consent to the use of cookies on the website can be done through the cookie bar. You can return to the cookie bar by clicking on the "Manage Cookies" button available in the footer of each subpage of the website. When the cookie bar appears, you can withdraw your consent by moving the slider next to the selected cookie category and confirm the withdrawal by pressing the "Confirm my choices" button.

Consent to the use of cookies can also be withdrawn through your browser settings.

Changing your browser settings may restrict the use of both necessary and optional cookies. Please note, however, that this may make the use of the website significantly more difficult or impossible.

In addition, the cookie settings in the cookie bar allow you to check the details of each specific cookie, including its name, retention period, category and, if applicable, the name of our trusted partner that uses the cookie.

VI. ANALYTICAL AND MARKETING TOOLS USED BY THE CONTROLLER

We and our Trusted partners use a variety of tools for analytics and marketing purposes. Our partners may use cookies and similar technologies to collect or retrieve information from our website and elsewhere on the Internet and use them to provide services to measure the effectiveness and targeting of advertising.

Trusted partners are e-commerce companies, advertising companies, and similar organizations acting on their behalf, with which we work or that are recommended by international industry organizations (such as the Interactive Advertising Bureau). You can find a list of trusted partners [here](#) and in Cookie Settings – the use of cookie settings is described in section V. above.

For every ours brands following social media solutions are applicable – Social media plugins the Websites use social media plugins (Facebook, LinkedIn, Twitter). Plugins allow the user to share content published on the Website in the selected social network. The use of plugins on the Website allows a given social network to receive information about the user's activity of the Website, which can be assigned to the user's profile created in a given social network. The Controller does not have the knowledge about the purpose and scope of data collection by social networks.

VII. PURPOSES AND LEGAL BASES FOR OTHER PROCESSING

ELECTRONIC AND TRADITIONAL CORRESPONDENCE

If case of contacting the Controller through an electronic (example: e-mail, instant messaging) or traditional correspondence that is not related to the services provided on behalf of the sender or for another contract concluded with him, the personal data contained in this correspondence is processed only for the purpose of communication and resolving the matter to which the correspondence relates. The legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in conducting correspondence directed to him in relation to his business activity.

The Controller only processes personal data relevant to the case, to which the correspondence relates. The entire correspondence is stored in a manner that ensures the security of the personal data (and other information) contained therein and is only disclosed to authorised persons.

TELEPHONE CONTACT

In case of contacting the Controller by phone, in matters not related to the concluded contract or rendered services, the Controller may request You to provide personal data only if it is necessary to handle the case related to the phone call. In that case, the legal basis relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in the necessity to solve the reported case related to his business activity.

VISUAL MONITORING

In order to ensure the safety of persons and property, the Controller uses visual monitoring on his premises and in the restaurants. Data collected in this way is not used for any other purpose. Personal data recorded in connection with the visual monitoring is processed for the purpose of ensuring the safety and order on the premises and potentially in order to defend against claims or their pursuit. The basis for the processing of personal data relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in ensuring the safety of the persons remaining inside the buildings and on the premises managed by the Controller, including ensuring the safety of employees and guests, as well as of Controller's property and protection of his rights.

DATA COLLECTION IN CONNECTION WITH PROVISION OF SERVICES OR PERFORMANCE OF OTHER CONTRACTS

In case of collecting data for the purposes related to the conclusion or execution of a particular contract, the Controller transfers to the person, whose data is concerned, detailed information regarding this data processing at the time of the conclusion of the contract. The legal basis for data processing relates to the conclusion or execution of the contract (Article 6(1)(b) of GDPR).

NATURE OF PROCESSING

Personal data will be processed in the IT environment, which means that it may also be temporarily stored and processed in order to ensure the security and the proper functioning of IT systems, e.g. in connection with making backup copies, testing changes in IT systems, detecting irregularities or protecting against misuse and attacks.

DATA COLLECTION IN OTHER CASES

The Controller collects personal data in connection with the conducted activity also in other cases – e.g. during business meetings, industry events or through the exchange of business cards – for the purposes related to initiating and maintaining business contacts. In this case, the legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in creating networks of contacts in connection with the conducted activity. Personal data collected in such cases is only processed for the purpose, for which it was collected and the Controller ensures its adequate protection.

VIII. PERSONAL DATA RETENTION PERIOD

The period of processing of your personal data depends on the type of service provided and the purpose of the processing. Personal data is usually processed for the duration of the provision of the service or the processing of the order, or until the withdrawal of consent or the expression of an effective objection to the processing of personal data in cases where the legal basis for the processing of personal data is our legitimate interest.

The retention period for personal data may be extended if the processing is necessary to protect our rights and interests (i.e. legal claims) and after this period only if required by law and to the extent required by law. After the expiry of the personal data processing period, the personal data is irreversibly deleted or anonymised.

Detailed information on the period of personal data processing can be obtained at the contact point listed in section XIV below.

IX. WHAT RIGHTS DO YOU HAVE WHEN PROCESSING PERSONAL DATA?

Just as we have our rights and obligations when processing your personal data, you also have certain rights when processing your personal data. These rights include: the right of access to personal data, the right to rectification, the right to erasure, the right to restriction of processing, the right to portability and the right to object to the processing of personal data. If you wish to exercise any of the above rights, please use the contact details provided in Section XIV below. Please note that:

- a) There are no fees for accessing your personal information (or exercising any other rights), but we may charge a reasonable fee if your request is manifestly unfounded, repetitive, or disproportionate. In such circumstances, we may also refuse to comply with the request.
- b) We may need to request certain information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any other right you may have). This is a security measure that ensures that personal information is not disclosed to any unauthorized person. We may also contact you to ask for further information in relation to your request in order to expedite our response.
- c) We aim to respond to all reasoned requests within one month. In rare cases, where the request is particularly complex or multiple requests have been submitted, it may take more than one month to respond. In this case, we will inform you of this fact and we will inform you about the processing of the request;
- d) In certain circumstances, it may be necessary for us to limit the extent to which we can comply with a data subject's request, for example, in the case of a request to delete data that is required to be retained by a legal obligation, or where complying with the request could result in the disclosure of another data subject's personal data.

Exercising your rights in the above manner does not affect your right to lodge a complaint at any time with the supervisory authority, which in the Slovak Republic is the Office for Personal Data Protection of the Slovak Republic. However, we would appreciate it if we could address your concerns before you go to the supervisory authority. For this reason, we recommend that you contact us in the first place.

If you would like to withdraw your consent or change the form of marketing communication, you can do so at any time. Depending on the method of communication you choose, we may contact you electronically, e.g. by e-mail or through a telecommunications device, e.g. a short message service ("SMS") or a multimedia message service ("MMS"). The easiest way to withdraw consent or make changes is to log in and change the settings directly in your account, or write to us at the following email address:

- Pizza Hut Customer Care: pizzahutcz@amrest.eu;

X. DO YOU HAVE TO PROVIDE US WITH YOUR PERSONAL DATA?

It is required that You provide us with Your personal data in order to use the functionalities of a given Website/ Mobile application, e.g. to conclude and perform a contract concerning the user's account, order a meal or use the contact form on a given Website / Mobile application. If You do not provide this information, We will not be able to fully allow You the use of the given functionality, e.g. We will not be able to set up and maintain Your user account, fulfil Your order or handle Your enquiry, complaint or suggestion from the contact form.

XI. SHARING OF PERSONAL DATA

Your personal data is transferred to entities providing services to us, such as suppliers of IT systems and IT services entities providing administrative support, marketing agencies and media houses, delivery companies, entities providing accounting and administrative services, entities conducting customer satisfaction surveys on our behalf, entities supporting us in customer service (e.g. call centres). We can also share personal data with entities related to us, including companies from our capital group. In certain situations data can also be shared in relation to potential business transactions for example if We restructure our business or if We buy or sell any business or assets We may share Your data with the prospective buyer or seller.

Where We do share Your data with 3rd parties or other AmRest entities, the shared data will be limited to that which is required by the 3rd party or other AmRest entity to provide the required processing. In such cases Your personal data is safeguarded by Data Processing Agreements, committing outsourced service providers to process Your personal data for specified purposes and in accordance with our instructions, comply with the GDPR and apply appropriate security measures to protect Your personal information in line with our internal policies. All transfers outside of the EEA made to countries which are considered by the European Commission to not provide an adequate level of protection of personal information are safeguarded with agreement based on Standard Contractual Clauses approved by the European Commission.

More details about sharing data can be obtained from contact point specified in point XIV below.

XII. USE OF AUTOMATED DECISION-MAKING

We will not be taking any decisions about You that would be solely based on the automated processing of Your data and that would create legal consequences for You or otherwise significantly affect You in a similar manner.

XIII. CONTACT DETAILS

We have appointed a Data Protection Officer to whom you can contact in all matters related to the processing of your personal data that we carry out and the exercise of your rights related to the processing of your personal data that we carry out.

You can contact the Data Protection Officer via:

- a) E-mail address: osobniudaje@amrest.eu;
- b) by sending a letter (preferably labeled: "Data Protection Officer") to the address: Walterovo náměstí 329/3, Jinonice, 158 00 Prague 5, Czech Republic.

To the extent that your personal data will be processed by the franchisee as an independent data controller, you can contact the Data Protection Officer via:

- a) E-mail address: iod.franczyza@amrest.eu;
- b) by sending a letter (preferably marked "Data Protection Officer") to the address: AmRest Franchise Spółka z o.o., ul. Powstańców Śląskich 15-17, 53-332 Wrocław, Poland.

XIV. CHANGES TO THE PRIVACY POLICY

This policy is reviewed from time to time and updated as necessary.

The current version of the Policy has been approved and is effective from 2025-08-23.