



PRIVACY POLICY

EatRamen Holdings, LLC (“EatRamen,” “We,” “Us” or “Our”) recognizes the importance of safeguarding the personal information provided to us by the users of our website, www.mechanoodlebar.com (the “Platform”). EatRamen is committed to safeguarding that personal information and has implemented this privacy policy (the “Policy”) and internal policies and practices to keep your personal and financial information secure.

The Policy covers our treatment and use of personally identifiable information and/or personal data that is collected via the Platform (the “Personal Information”) from Users when such Users electronically communicate with or otherwise access the Platform. Our Platform includes our website, EatRamen and our related mobile application. This Privacy Policy covers only Personal Information that is collected through the Platform and does not govern Personal Information collected from any other source or in any other manner.

You are responsible for making sure that you are aware of EatRamen’s most current Privacy Policy. You can tell when we make changes to this Policy by visiting the page you’re reading now and referring to the “Last Updated” date at the top of this page to learn when this Policy was last revised.

The Privacy Policy is incorporated by reference into and made a part of our Terms and Conditions of Use of the Platform, and explains how Users’ information and data is used.

Collection and Use of Information

The Personal Information We Collect. This Policy applies to all information collected by or submitted to EatRamen via the Platform. We consider “personal information” to mean information about an identifiable individual. When you engage with EatRamen through the Platform, you may be asked to provide a variety of information including, but not necessarily limited to, your name, email address, and phone number. You can engage with the Platform as a guest or you can create an account (“Account”).

Third Party Service Provider Platforms. EatRamen utilizes the Olo platform to process and fulfill food orders. When you place your order for pick up or delivery of food, you will provide your name, email address, phone number, and payment information to Olo, and its Privacy Policy and Terms and Conditions of Use will govern use and disclosure of that information. We encourage you to read carefully review Olo’s Privacy Policy and Terms and Conditions of Use at www.olo.com. EatRamen has access to this information but will not itself collect and store your name, email address, and phone number and no Account will be created when you order food through the Platform. If you order gift cards through the Platform, you will be providing your personal information to Valutec, a third party service provider. Valutec will share your personal information with EatRamen but EatRamen will not itself collect and store your personal information.

Financial Information. You may provide billing and payment information such as credit and debit card information when you place orders or purchase merchandise through the Platform or otherwise create your Account. Currently, all payments processed through the Platform by us are processed by and through Paypal. You will provide your payment information to Paypal and its Privacy Policy and Terms and Conditions of Use will govern use and disclosure of that information. We encourage you to read carefully review Paypal’s Privacy Policy and Terms and Conditions of Use at www.paypal.com. EatRamen has access to this financial information but only uses it for internal purposes such as to enable EatRamen to facilitate your orders and payment transactions and does not store such information.

IP Address. An IP (Internet Protocol) address is a number that is automatically assigned to your computer by your internet service provider when you log on. Your IP address is not linked to your Personal Information but EatRamen does reserve the right to use IP addresses to identify individuals who threaten the Platform or other users or visitors. IP addresses may also be used to help diagnose problems with the Platform and to gather broad demographic information.

Other Information. When you access the Platform, EatRamen will automatically receive some information about your use of the service. The type of information that is automatically collected by EatRamen includes such things as the date and time of access of the Platform, the Internet protocol (IP) address of the computer that you are using, the domain and host from which you access the Internet, your browser software and operating system, the referring website address, and the kinds of activities you are engaged in while using the Platform. This information is used to help us improve and enhance the Platform to better meet the needs of its users.

EatRamen contracts with non-affiliated third parties/business partners to host the Platform and to provide data collection and reports regarding users' activities on the Platform. These non-affiliated third parties/business partners use cookies on our behalf and receive information about the Users browsing activity and collects information anonymously (meaning without attaching it to any personally identifiable user) and aggregates information collected from Users. These non-affiliated third parties/business partners have agreed not to use this information other than (i) in connection with providing services to us to make our Platform more useful and efficient, (ii) as permitted in this Privacy Policy, or (iii) as otherwise permitted by law.

EatRamen will also aggregate Personal Information and may use, share and disclose such aggregated Personal Information as permitted by law. For example, we may use such aggregated Personal Information for research and product development purposes, and may also share such aggregated Personal Information with EatRamen's business partners.

Regardless of whether a User has chosen to limit EatRamen's sharing of Personal Information as collected on the Platform, EatRamen may, without restriction, use, share and disclose aggregated statistics about Users, along with specific information concerning individual Users that is not Personal Information in any way permitted by applicable law.

Use of Cookies, Web Beacons and Pixels; Use of Google Analytics

The Platform may make use of: (i) "cookies" - small data files which we may send to your computer on the basis of the information that we have collected about your visit; (ii) "web beacons" – small strings of code that provide a graphic image that surveys visitors' internet activity; and (iii) pixel tags. They contain information allowing us to recognize when you are visiting the Platform and to keep track of your preferences. Through the use of cookies, pixels and web beacons, we also may automatically collect information about your online activity on our Platform, such as the links you click and the searches you conduct on our Platform.

If you want to delete any cookies that were already sent to your computer, please refer to your web browser's "Help" facility or your mobile device's Settings. In addition, most web browsers can be set to prevent you from receiving new cookies, notify you before accepting cookies or disable cookies altogether. Details about this can normally be found in the "Help" facility provided with your browser and Settings in your mobile App. Please note that if you disable cookies you may not be able to take advantage of some of the Platform's interactive functionality.

EatRamen may use analytics tools such as Google Analytics that help website and mobile application owners understand how visitors engage with their websites and devices. We can view a variety of reports about how visitors interact with our Platform so we can improve it. Google Analytics collects information anonymously. Google Analytics uses cookies, and IP addresses, and reports website trends without identifying individual visitors. In the event a visitor to the Platform voluntarily submits contact information to Google Analytics, that company may then associate such information with the applicable IP address to enable us to see that visitor's specific interactions with our Platform. For more information related to Google Analytics, click here: <http://www.google.com/analytics/learn/privacy.html>.

You can opt-out of Google Analytics by installing the Google Analytics Opt-out Browser Add-On. For information about and to install Google Analytics Opt-out Browser Add-on, click here: <https://tools.google.com/dlpage/gaoptout?hl=en>. We may use other analytics tools in the future.

Location Information

You can deactivate location access on your mobile device.

Do Not Track Signals

Certain web browsers provide users with an option by which you may have your browser send a "Do Not Track" signal to websites that you are visiting, advising the recipient websites that you do not want to have your online activity tracked. However, the way browsers communicate such "Do Not Track" signals is not yet uniform and, accordingly, our Platform does not take any action in response to such signals. In the event a final standard is developed and accepted, we may reassess how we should respond to such signals.

Your Consent

We only collect, use and/or disclose your Personal Information with your consent. Your consent may be implied from the circumstances or may be expressly given for a particular purpose. For example, when you submit your Personal Information to us, you are consenting to the collection, handling, use and disclosure of your Personal Information for the purposes identified or apparent at the time of collection and as otherwise described in this Privacy Policy. By using and continuing to use the Platform, you acknowledge and agree that you consent to our collection of your Personal Information and to how we collect, track and use your Personal Information and data derived therefrom.

When you place an order through the Platform, you are consenting to the disclosure of your Personal Information to Us and to the use of your Personal Information by Us to contact you for marketing and other commercial purposes.

You must be 16 years of age to use the Platform. EatRamen does not knowingly collect or maintain any Personal Information from children under the age of 13, and no part of this Platform is designed with the purpose of attracting such children. If you use the Platform from any country outside the United States, the various communications will necessarily result in the transfer of information across international boundaries. By visiting the Platform, you consent to these transfers.

Use of Information

In General. We use the Personal Information you provide to us for the purpose of communicating with the parties to the transactions in which you are engaged or with other persons or entities with whom you are

involved in connection with the transactions on the Platform and to process and bring those transactions to completion. Your Personal Information may also be used in the following ways:

- to deliver materials, information and services to you,
- to fulfill your restaurant orders and deliveries,
- to give you notice of and/or resolve any problems that may arise in connection with our services,
- to assist Olo and other third party platforms utilized by us in processing payments,
- to better understand the needs and interests of our customers,
- to analyze the success of our services and Platform and for research and development purposes,
- to manage the Platform's interactive functionality,
- to help us improve and enhance the Platform experience for all of its visitors, and customize the content on our Platform,
- for compliance with our legal and regulatory obligations,
- as otherwise reasonably required to provide customer services and maintain the Platform,
- to investigate potential breaches of the Terms and Conditions of Use of the Platform,
- to investigate potentially unlawful activity,
- for any other purpose outlined in this Privacy Policy and/or the Terms and Conditions of which this Privacy Policy is a part, and
- as otherwise permitted by law.

We may also use your Personal Information to contact you via direct postal mail and/or electronically to the extent such activity is permitted by law. This information may also be used to help EatRamen and its commercial partners, and service providers deliver information to you, and for other purposes as are reasonably necessary to provide the services requested by you. For example, we may contact you to communicate important information to you or respond to inquiries you may have sent us; we may send you user Account verification and security notices You may opt-out of receiving future mailings or other messages from us by following the instructions in the e-mail or other message you receive from us or by following the instructions set forth in the [Opting In and Opting Out of Electronic Communications](#) section in this Policy.

Opting In and Opting Out of Electronic Communications. At certain points where Personal Information is collected on our Platform, there may be a box to indicate that you wish to receive certain information or communications from us. You may opt out of receiving electronic communications, such as emails and texts, from us at any time by clicking on the "unsubscribe" link provided in our email communications or by replying "STOP" to certain order-related text (SMS) messages. In all of our electronic communications, you will be given the opportunity to opt out of receiving future communications. You can also opt out of receiving communications from us by contacting us at info@mechanoodlebar.com.

Text Messages. If you elect to receive marketing text messages from us, either via our website or by sending a text message indicating your consent, you are providing your prior express written consent to receive recurring marketing or promotional SMS text messages from us (each, a "Text Message") sent through an automatic telephone dialing system. When you sign up to receive Text Messages, we will send you information about promotional offers and more. These may include promotional offers. These messages may use information automatically collected based on your actions while on our sites and may prompt messaging such as order reminders. To the extent you voluntarily opt to have Text Messages sent directly to your mobile phone, we receive and store the information you provide, including your telephone number or when you read a Text Message. Message frequency varies. This service is optional and is not a condition for purchase. In addition to any fee of which you are notified, your mobile provider's message and data rates may apply to our confirmation Text Message and all subsequent Text Message correspondence according to your individual rate plan provided by your wireless carrier. Please consult your mobile service carrier's pricing plan to determine the charges for browsing data and sending and receiving Text Messages. Under no circumstances will we or our affiliates be responsible for any SMS messaging or wireless charges incurred by you or by a person that has access to your wireless device or telephone number. If your carrier does not permit SMS messages, you may not receive the Text Messages.

Neither we nor your wireless carrier will be liable for any delays in the receipt of, or failure to deliver, any Text Messages, as delivery is subject to effective transmission from your network operator. Text Message services are provided on an “AS IS” basis. Data obtained from you in connection with any Text Message services may include your cell phone number, your provider’s name and the date, time and content of your text messages. We may use this information in accordance with our Privacy Policy to contact you and to provide the services you request from us.

If you change or deactivate the phone number you provided, you have an affirmative obligation to update your account information and the phone number(s) attached to your account to prevent us from inadvertently communicating with anyone who acquires any phone number(s) previously attributed to you, and any new phone number(s) you attach to your account may receive our standard marketing Text Messages unless you also unsubscribe via the above procedures.

Lawful Access, Legal Action and Investigations. Your Personal Information may otherwise be disclosed to non-affiliated third parties as either permitted by, or to comply with, applicable laws and regulations. Your Personal Information may be transmitted through and stored on servers outside your home country, and may be accessed by authorities in those jurisdictions. We may disclose Personal Information if we believe it is necessary to investigate, prevent, or take action regarding suspected illegal activities or fraud, situations involving the physical safety of any person, violations of our Terms and Conditions of Use, or otherwise in accordance with applicable law.

Disclosure of Personal Information to Non-Affiliated Third Parties. In addition to the above disclosures, EatRamen may share your Personal Information, without restriction, with companies and organizations that we retain to perform services for us, such as those that provide data processing, computer software maintenance and development, and companies providing professional, legal or accounting advice to us. In such situations, EatRamen requires that these companies and organizations agree to (a) maintain the confidentiality of the Personal Information, and (b) limit the use of such Personal Information to the purposes for which it was provided. We will not sell, rent or market Personal Information collected on this Platform to non-affiliated third parties for their marketing purposes, unless we have your express consent. However, we may disclose aggregated statistics about visitors to the Platform, along with anonymous information concerning individual users of the Platform. We may combine anonymous information and/or aggregate information we collect with additional anonymous and/or aggregate information collected from other sources. We may share anonymous information (including aggregate information) we collect regarding our users with third parties (such as advisors, and/or consultants) for various business purposes including conducting general business analysis, and developing website content and services.

Acquisition of Business. In the event that EatRamen, or an affiliate of EatRamen is involved in a merger, acquisition, consolidation, restructuring, reorganization, liquidation, sale or similar transaction relating to any portion of its business and/or assets, or in the unlikely event that EatRamen goes out of business or enters bankruptcy, each User hereby acknowledges and agrees that the Platform, all data collected on the Platform (including Personal Information still within our possession, custody or control), and any of our rights and obligations under this Privacy Policy may be included in the assets of, and/or transferred pursuant to, such transaction, and that any acquirer or successor (or a third party through bankruptcy) of EatRamen may continue to use the Personal Information as set forth in this Privacy Policy. If that occurs, a notice will be posted to such effect on the Platform and/or notification will be provided by any other media or contact method as may be required by applicable laws and regulations.

Retention of Personal Information. Personal Information is retained to deliver our services, to otherwise fulfill identified or apparent purposes, and Personal Information may be retained for record-keeping. At some point EatRamen may elect to destroy, erase or anonymize your Personal Information. Once anonymized, we undertake not to re-identify the information. We do not retain any Personal Information for longer than three years, unless otherwise required by applicable law.

Links to Other Platforms and Services

The Platform may contain links to various other sites or apps (collectively, “sites”) including but not limited to our rewards program site and social media platforms. These sites may ask to collect user information voluntarily or otherwise collect certain information (for example, your IP address). Please be aware that these other sites may have different privacy policies that may subject users to different privacy practices. Please review the privacy policies of such other websites and mobile applications for information concerning what information is collected on such sites and how it is used.

Our Platform may include social media features, such as the Facebook “like” button and widgets, the “Share this” button or other interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Platform. Your interactions with these features are governed by the privacy policy of the company providing the feature, which we encourage you to review.

Information Storage and Protection

EatRamen will maintain reasonable procedures to protect the security and confidentiality of Personal Information provided to it by Users, in accordance with applicable Law.

There are industry standard safeguards in place to protect Users’ Personal Information, such as the use of firewalls and SSL certificates, and limiting access to such information by company personnel. Personal Information will be stored in databases and servers located in the United States. However, no transmission made through the internet can be made completely secure, and accordingly, we will not be liable for the disclosure of any Users’ Personal Information that occurs as a result of transmission errors or the actions of any third party to the fullest extent permitted by law.

In the unlikely event that we determine that there may have been a security breach that results in the unauthorized disclosure of Personal Information to a third party, EatRamen will promptly notify consumers whose Personal Information it reasonably believes may have been compromised by posting information on the Platform and, if email contact is possible, then also by sending an email notification with respect to the situation.

Options to Review and Opt-Out Choices

In addition to having the ability to opt-out of receiving electronic communications, such as emails from EatRamen, Users may access, review and, in certain situations, update, revise and/or delete certain Personal Information by sending an email to us at info@mechanoodlebar.com. Additionally, please note that while you may request the updating, revision or deletion of such information, a copy of the unrevised information may be maintained in EatRamen’s records after any such revision or deletion.

As the Platform evolves, Users may be offered additional options for reviewing and/or editing Personal Information. Please check this Privacy Policy often to make sure you have reviewed the most recent version. If for any reason you wish to discontinue the use of the Platform and have your Personal Information removed from our database, please contact us at info@mechanoodlebar.com.

Sales, Sharing and Disclosure of Personal Information

We do not sell, rent, lease, or share or disclose your Personal Information to unaffiliated third parties for commercial or marketing purposes or otherwise, subject to the provisions set forth above.

Your Rights and Choices

Right To Know.

You have the right to request that we disclose certain information to you about our collection and use of your Personal Information over the past 12 months. When we receive your request to know what Personal Information we have collected from you, we will disclose to you: (i) the categories of personal information we collected about you; (ii) the categories of sources from which that information was collected; (iii) our purpose for collecting or selling that personal information; (iv) the categories of third parties with whom we share that personal information; (v) the specific items of personal information that we collected about you; and (vi) if we sold or disclosed your personal information for a business purpose, we will identify for sales of information, the personal information categories that each category of recipient purchased; and, where we have disclosed your personal information for a business purpose, we will identify the personal information categories that each category of recipient obtained. You may request these disclosures twice within a twelve month period.

Right To Delete Personal Information.

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your request to delete your personal information, we will delete (and direct our service providers and contractors to delete) such information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) or contractors to:

1. Complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.) or the laws and regulations of any applicable jurisdiction.
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with legal obligations.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Right To Correct Inaccurate Information.

You have the right to request that we correct any of your Personal Information that we collected from you and retained that is inaccurate. Once we receive and confirm your request to correct your Personal Information, we will correct (and direct our service providers and contractors to correct) such information from our records, unless an exception applies.

Verifiable Consumer Requests.

If you submit a request to us to disclose how we collect and use your Personal Information or to delete your Personal Information from our records, we must be able to verify your request. To be “verifiable,” you must provide sufficient information to allow us to reasonably verify that you are the person about whom we collected Personal Information or that you are an authorized representative of that person and you must describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it (a “verifiable consumer request”). We cannot respond to your request if it is not a verifiable consumer request. Only you or a person with the legal authority to act on your behalf, may make a verifiable consumer request. You may also make a verifiable consumer request on behalf of your minor child. To make a verifiable consumer request for disclosure of our collection and use of your personal information or to delete your personal information, you can contact us at consummerrequest@mechanoodlebar.com, or by our toll free number: 833-333-7577. We will try to respond to a verifiable consumer request within 45 days of its receipt. If we need more time (up to 90 days), we will let you know in writing, either by email or mail (or, if you have an Account with us, through your Account), why we need more time and when we will provide our response. There is no charge to you for us respond to your verifiable consumer request, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing.

We will only use Personal Information provided in a verifiable consumer request to verify the requestor’s identity or authority to make the request. If we deny your request, you can appeal to EatRamen by sending us a notice of appeal to EatRamen, 46 Mill Plain Road, Danbury, Connecticut 06810.

Right to Non-Discrimination

We will not discriminate against you for exercising any of these rights. Accordingly, by way of example, we will not deny you goods or services; charge you different prices or rates for goods or services, including through granting discounts or other benefits, or impose penalties; give you a different level or quality of goods or services; or suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

We may, however, offer you certain financial incentives permitted by applicable law that can result in different prices, rates, or quality levels provided that such incentive is reasonably related to the value of the Personal Information. We will not include you as a participant in any financial incentive program without your prior “opt-in” consent, which you may revoke at any time.

Changes in Policy

From time to time, EatRamen’s Privacy Policy may change. EatRamen will post changes to the Privacy Policy on the Platform. Please review this Privacy Policy often so that you will remain abreast of our current policies. Users of the Platform are responsible for making sure they are aware of the provisions of EatRamen’s most current (see the date at the top of this Privacy Policy) Privacy Policy.

Governing Law

This Privacy Policy shall be governed by the laws of the State of New York of the United States of America, without regard to its conflict of law provisions. Please click here to review the terms relating to Disputes and Governing Law for this Platform.

Contact Us

If you have any questions or complaints concerning this Privacy Policy or our handling of your Personal Information, you may contact us info@mechanoodlebar.com or write to us at EatRamen, 46 Mill Plain Road, Danbury, Connecticut 06810.