

## Site Privacy Policy

PLEASE READ CAREFULLY. YOUR USE OF THIS SITE CONFIRMS YOUR UNCONDITIONAL ACCEPTANCE OF THIS PRIVACY POLICY. YOU SHOULD CHECK THIS POLICY REGULARLY TO SEE IF ANY CHANGES HAVE BEEN MADE. YOU AGREE TO BE BOUND BY THE POLICY IN EFFECT EACH TIME YOU VISIT THE SITE.

Last Revised Date: November 21, 2006

Bob Chinn's ("we" or "us") is committed to protecting the privacy of our customers ("you") when you visit the bobchinns.com website (the "Site"). To better protect your privacy, we provide this notice to explain how we use, collect and protect the information you provide to us while visiting this Site and the choices you make about the way your information is collected and used.

If you have any questions regarding this Privacy Policy, please contact us at (847) 520-7949.

### I. Collection and Use of Personal Information

There are three main areas on the Site where you may provide Personal Information online that we may collect and store when you visit the Site: 1) when you choose to fill out an online survey; 2) when you choose to sign up for our VIP email list; 3) when you purchase a gift certificate; or 4) when you choose to sign up for our Loyalty Program.

#### A. Filling Out an Online Survey

One way to submit Personal Information is filling out an online survey on your experiences with us. When you do this, we collect and store some or all of the following information you provide: name, address and email address. This information is used to continue to improve our services to you and may be used to contact you to express our appreciation for participating in the survey. We will not share this information with third parties.

#### B. Signing up for VIP Email List

Another way to submit Personal Information is signing up to be a part of our VIP email list. When you do this, we collect and store some or all of the following information you provide: name, address and email address. This information is used to send you notices on new items, promotions and other fun features and events at Bob Chinn's. If at any time you no longer wish to receive our emails, you may use the opt-out function provided in every email we send; contact us at the above phone number; or send us an email at info@bobchinns.com. We will not share this information with third parties.

#### C. Ordering a Gift Certificate

The third way to submit Personal Information is by ordering a gift certificate online. Once you click on the "Gift Card" icon, please note that you are no longer on our Site. This portion of the Site is run by a third party vendor, which collects Personal Information, such as your name, address, email address and credit card information. We do not receive any Personal Information from the vendor about purchases of gift certificates. Please review their privacy policy and contact them with questions or concerns, as we are not responsible for the conduct of third parties.

#### D. Automatic Collection

Like many websites, we also use standard technologies such as "cookies," which are files placed on your computer's hard drive by the sites you visit. Cookies help us identify customers and optimize use of our Site. Most browsers accept cookies automatically but allow you to disable them. We recommend that you leave cookies "turned on" so that we can offer you a better experience on the Site.

### II. Sharing of Information

As a general rule, we do not share your Personal Information with third parties. However, we may release Personal Information if we believe in good faith that: the law or legal process requires it; we have received a valid administrative request from a law enforcement agency; or such release is necessary to protect the rights, property or safety of us or service providers, licensees, franchisees, business partners, customers or others.

As with any business or entity, it is possible that as our business develops, we might buy or sell a restaurant or other assets. In such transactions, Personal Information may be among the transferred assets. Also, in the unlikely event that 1) Bob Chinn's; 2) substantially all of our assets related to the Site; or 3) Personal Information held by us is acquired by a third party, such information may be one of the transferred assets. Under such circumstances, we would, to the extent possible, require the acquiring party to follow the practices described in this Privacy Policy as it may be amended from time to time.

### III. Correcting or Updating your Personal Information

If your Personal Information changes, you may correct/update your information previously provided at any time by calling the above number or sending us an email at chelses@bobchinns.com.

### IV. What Happens When you Link To or From Another Site

The Site may contain links to other sites operated by other third parties. We are not responsible for the privacy policies, practices or contents of such other sites. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through other sites. We encourage you to be aware of when you leave the Site and which site you are on when submitting Personal Information. You are responsible for reviewing the privacy policies and practices of each and every site that you visit.

### V. Changes to the Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make changes to this Privacy Policy, we will post the revised Privacy Policy at the Site. In some cases, we also may choose to post a notice on the Site or send an email notifying users of the changes, but we are not required to do so. You should check the Site regularly to see if any recent changes to this Privacy Policy have occurred.

### VI. Use of the Site Signifies Your Acceptance of These Terms

Each time you visit the Site, you are signifying your acceptance of the current Privacy Policy at that time. If you do not agree with anything described in this Privacy Policy, you may discontinue use of the Site. Your continued use of any portion of the Site following notification or posting of changes to the Privacy Policy will constitute your acceptance of these changes.