

# Burrito Shak Loyalty Program

QUICK. CRAFTED. COASTAL.

## Privacy Policy

EFFECTIVE DATE: APRIL 28TH, 2026

Burrito Shak (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, and safeguard your information when you participate in our loyalty and messaging program.

### 1. INFORMATION WE COLLECT

When you enroll in the Burrito Shak Loyalty Program, we may collect:

- Personal Information: Name, phone number, email address, birthday
- Transaction Information: Purchase history, rewards activity
- Device & Usage Data: Interaction with messages, links clicked
- Messaging Data: Mobile number, opt-in status, and consent records

### 2. HOW WE USE YOUR INFORMATION

We use your information to:

- Administer and manage the loyalty program
- Send transactional and promotional SMS/MMS messages
- Deliver rewards, offers, and updates
- Provide customer support
- Improve our services and marketing effectiveness

### 3. SMS MESSAGING & CONSENT

By opting into our messaging program, you consent to receive recurring automated promotional and transactional messages from Burrito Shak.

- Message frequency may vary
- Message and data rates may apply

### 4. DATA SHARING & DISCLOSURE

We do not sell your personal information. We may share information with:

- Service providers who assist in operating our program (e.g., messaging platforms)
- Legal authorities if required by law

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All the above categories exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties.

Mobile information and opt-in consent will not be shared with third parties or affiliates for marketing or promotional purposes.

### 5. DATA SECURITY

We implement reasonable administrative, technical, and physical safeguards to protect your information.

### 6. YOUR CHOICES

You may:

- Opt out of SMS communications at any time (see Terms and Conditions)
- Request access to or deletion of your data where applicable

### 7. DATA RETENTION

We retain your information only as long as necessary to fulfill the purposes outlined in this policy or as required by law.

### 8. CHILDREN'S PRIVACY

Our program is not intended for individuals under 13 years of age.

### 9. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Updates will be posted with a revised effective date.

### 10. CONTACT US

If you have questions about this Privacy Policy, contact us:

Email: [Loyalty@burritoshak.com](mailto:Loyalty@burritoshak.com)