

## **Celebration Restaurant Group, LLC Mobile Marketing Privacy Policy**

Updated: April 28, 2026

Celebration Restaurant Group, LLC is committed to respecting and protecting your personal data. This privacy policy explains how Celebration Restaurant Group, LLC and its affiliates CFL Pizza LLC, Bravo Foods, LLC, and FLG Chicken, LLC (together, “CRG,” “we,” “us,” and “our”) collect, use, and share information about you when you sign up for our mobile marketing programs. CRG operates Pizza Hut®, Taco Bell®, and KFC® restaurants throughout Central Florida. This privacy policy only applies to CRG’s mobile marketing programs and not to CRG’s other business activities or to any third party including any other Pizza Hut®, Taco Bell®, and KFC® franchisees, our franchisors, or their affiliates. If you have any questions or comments on this privacy policy, please do not hesitate to contact us as described in the “Contact Us” section below.

Any dispute or claim relating in any way to this privacy policy is subject to the dispute resolution provisions of the applicable terms and conditions, as may be updated from time to time.

### **Personal Data We Collect**

We collect personal data from and about participants in our mobile marketing programs. The personal data falls into three categories: (1) information you provide us, (2) information we collect through automated methods when you participate in a mobile marketing program, and (3) information we collect from other sources. In addition to personal data, we may also collect aggregated data, such as statistical or demographic data, that does not directly or indirectly identify you.

### **Information You Provide Us**

When you sign up for a mobile marketing program, you must provide us with your phone number, and you may provide us with other contact information, including your name and zip code.

When you communicate with us via text message as part our mobile marketing program, we collect and retain a copy of those messages. We may also collect personal data you submit as part of any other communications related to our mobile marketing program.

### **Information We Collect Through Automated Methods**

When you interact with a mobile marketing program, we use automated methods to collect information about your interactions with the mobile marketing program, such as when you receive a text message, click a link in a text message, send us a message, or request to opt out.

### **Information We Collect from Other Sources**

We may also obtain information about you from other sources, such third-party analytics or advertising and marketing service providers and third-party ordering and delivery platforms, as permitted under applicable law.

## **How We Use Personal Data**

We use the personal data we collect for the following purposes:

- Providing and administering our mobile marketing programs, including communicating with you about our restaurants, products, services, events, promotions, and other offers;
- Improving our business, including analyzing and improving the effectiveness of our sales, marketing, and advertising; improving existing restaurants, products, and services; developing new products and services; and conducting consumer and operations research;
- Investigating, detecting, preventing, and protecting against fraud, criminal or other illegal activity, claims and other liabilities, and violations of our policies;
- Protecting the rights, health, safety, and security of CRG, our customers, and third parties;
- Complying with legal obligations; and
- Establishing, exercising, or defending legal claims.

## **How We Share Personal Data**

We may share the personal data we collect with:

- Service providers in order to help us operate our business, including marketing agencies and mobile platform providers who help us provide and administer our mobile marketing programs and professional advisers, such as tax, legal and accounting services;
- Buyers or other parties involved in a corporate transaction if we undergo a merger, sell or transfer all or part of our business or its assets, reorganize, obtain financing, undergo a change of control or acquisition of all or part of our business, or in the event of bankruptcy or similar proceedings. A party that buys us or part of our business may continue to use your personal data in accordance with this privacy policy; and
- Law enforcement, regulators, and other parties as required by applicable law, court order, or other legal process.

We do not share your phone number and opt-in consent information among Celebration Restaurant Group, LLC and its affiliates, or with third parties, for their own marketing or promotional purposes. We may share other personal data among Celebration Restaurant Group, LLC and its affiliates for the purposes described above.

## **Your Choices**

You can opt out of our mobile marketing programs by replying QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE to any of the text messages you receive from us, contacting us at [privacy@celebrationrg.com](mailto:privacy@celebrationrg.com), or by calling 321-939-2924. After opting out, you will receive one additional message confirming that your request has been processed.

## **Third-Party Content and Links**

Occasionally, our mobile marketing programs may link to third-party websites governed by their own privacy policies. We are not responsible for any data collected by these third-party websites, and we encourage you to read the privacy statements on the other websites you visit.

## **Data Security**

We have put in place appropriate security measures to prevent your personal data from unauthorized access, use, alteration, or disclosure and from accidental loss or corruption.

## **Children's Privacy**

You must be at least 18 years old to participate in CRG's mobile marketing programs. If we learn we have collected or received personal data from a child under age 18, we will delete such data. If you believe we might have personal data from a child under age 18, please contact us at [privacy@celebrationrg.com](mailto:privacy@celebrationrg.com).

## **Changes to This Privacy Policy**

We may update this privacy policy from time to time. We will notify you of any changes by posting the revised policy on our website. Your continued enrollment in CRG's mobile marketing programs constitutes your acceptance of the revised policy.

## **Contact Us**

If you have any questions or concerns about this privacy policy or CRG's mobile marketing programs, please contact us at [privacy@celebrationrg.com](mailto:privacy@celebrationrg.com).