

PRIVACY POLICY

Effective Date: July 1, 2026

This Privacy Policy applies to the websites, online ordering platforms, loyalty programs, marketing communications, and related online services operated under the Hugo's Restaurant and Hugo's Tacos brands, including:

- www.hugosrestaurant.com
- www.hugostacos.com

The Hugo's Restaurant and Hugo's Tacos brands may be owned by separate legal entities; however, certain administrative, marketing, technology, and customer service functions are managed by a common management company (collectively, "Hugo's," "we," "our," or "us").

This Privacy Policy describes how we collect, use, disclose, and protect information when you visit our websites, place an order, make a reservation, join our loyalty programs, sign up for marketing communications, or otherwise interact with our services (collectively, the "Services").

By using our Services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy.

Information We Collect

Information You Provide Directly

We may collect information that you voluntarily provide to us, including:

- Name
- Email address
- Telephone number
- Mailing or billing address
- Reservation information
- Catering inquiry information
- Loyalty program information
- Marketing preferences
- Employment inquiry information
- Information submitted through forms, surveys, customer service communications, or correspondence.

Payment card information is generally processed directly by our third-party payment processors and is not stored by us except as necessary to complete transactions and maintain required business records.

Information Collected Automatically

When you visit our websites, we and our service providers may automatically collect certain information, including:

- Internet Protocol (IP) address
- Browser type and version
- Device type and operating system
- Referring website
- Pages viewed
- Date and time of visits
- Clickstream information
- General geographic information derived from IP addresses
- Interactions with our websites and online ordering platforms.

This information may be collected through cookies, pixels, analytics tools, and similar technologies.

Cookies and Similar Technologies

We use cookies and similar technologies to:

- Operate and secure our websites;
- Remember your preferences;
- Analyze website traffic and performance;
- Understand how visitors use our websites;
- Improve our products and services;
- Measure the effectiveness of marketing campaigns;
- Deliver and evaluate advertising and promotional efforts.

The technologies we use may include:

- Google Analytics
- Meta Pixel (Facebook Pixel)
- Google Ads and related advertising technologies
- Website analytics tools
- Website hosting and performance tools
- Other service providers that assist us in operating and improving our Services.

You may manage certain cookie preferences through your browser settings. Disabling cookies may affect the functionality of portions of our websites.

How We Use Information

We may use information we collect to:

- Process orders and transactions;
- Provide products and services;
- Process reservations and catering requests;
- Operate loyalty and rewards programs;
- Respond to inquiries and customer service requests;
- Send marketing communications and promotions;
- Improve our websites, products, and services;
- Analyze trends and website performance;
- Detect fraud and maintain security;
- Comply with legal obligations;
- Enforce our agreements and policies.

Marketing Communications

If you opt in to receive communications from us, we may send emails, text messages, promotions, special offers, newsletters, and information regarding our restaurants and services.

You may unsubscribe from marketing emails by clicking the unsubscribe link in our communications or by contacting us directly.

You may opt out of text messaging communications by following the instructions included in the applicable text message.

Sharing of Information

We do not sell your personal information for monetary consideration. Certain website technologies and advertising tools may constitute 'sharing' under California law.

We may disclose information to:

- Website hosting providers;
- Online ordering providers;
- Reservation platforms;
- Payment processors;
- Loyalty program providers;
- Marketing and analytics providers;
- Technology and support vendors;
- Professional advisors, including attorneys and accountants;
- Government authorities or law enforcement when required by law;
- Successors in connection with a merger, sale, or transfer of assets.

These parties are authorized to use your information only as necessary to provide services to us or as otherwise permitted by law.

Social Media and Third-Party Services

Our websites may permit interactions with third-party services, including social media platforms.

If you choose to interact with social media features, share content, or otherwise connect your social media accounts to our Services, the applicable third party may collect information about you according to its own privacy practices. We encourage you to review the privacy policies of those third parties.

California Privacy Rights

If you are a California resident, you may have certain rights under applicable California privacy laws, including the right to:

- Know the categories of personal information we collect;
- Know the purposes for which personal information is collected and used;
- Request access to personal information we maintain about you;
- Request deletion of certain personal information;
- Request correction of inaccurate personal information;
- Limit the use of certain sensitive personal information where applicable;
- Opt out of certain uses of personal information that constitute “sharing” under California law.

We will not discriminate against you for exercising your privacy rights.

To submit a privacy request, please contact us using the information provided below.

Retention of Information

We retain personal information only for as long as reasonably necessary to:

- Provide our services;
- Maintain business and financial records;
- Comply with legal obligations;
- Resolve disputes;
- Enforce agreements and policies.

Retention periods vary depending upon the nature of the information and applicable legal requirements.

Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, use, alteration, or disclosure.

However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

Children's Privacy

Our Services are not directed to children under the age of 13, and we do not knowingly collect personal information from children under the age of 13.

Third-Party Websites

Our websites may contain links to third-party websites and services. We are not responsible for the privacy practices, content, or security of those third parties. We encourage you to review their privacy policies before providing information to them.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes become effective when the revised Privacy Policy is posted on our websites.

The "Effective Date" above indicates when this Privacy Policy was last updated.

Contact Us

If you have questions regarding this Privacy Policy or wish to exercise your privacy rights, please contact us at:

Hugo's Restaurant and Hugo's Tacos

c/o Management Company

616 N. Detroit Street

Los Angeles, California 90036

Email: privacy@hugosrestaurant.com

Websites:

- www.hugosrestaurant.com
- www.hugostacos.com