

CCPA NOTICE AT COLLECTION

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
<p>Identifiers, including real name, postal address, unique personal identifier, online identifier, IP address, email address, account name, or other similar identifiers</p>	<p>Directly from you or someone you know</p> <p>Automatically when you use our Services</p> <p>Advertising networks</p> <p>Vendors that help us to fulfill and deliver orders, process payments, support our promotions, contests, gift cards, Loyalty Program, and sweepstakes, and provide communications, marketing, or other services on our behalf</p> <p>Affiliates</p> <p>Dunkin' Brands franchisees</p> <p>Data brokers</p>	<p>Processing your purchases of or requests for products or services</p> <p>Maintaining your account with us</p> <p>Communicating with you, and facilitating communications through our Services</p> <p>To support our contests, promotions, Loyalty Program, coupons, and sweepstakes</p> <p>Customer service</p> <p>Marketing and advertising</p> <p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences, auditing, and for other research and analysis</p> <p>To help maintain the safety, security, and integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
		<p>Tailoring our content or otherwise personalizing the Services</p> <p>As part of our application process for potential franchisees, and relationship with current franchisees</p>
<p>Personal records, including name, signature, address, telephone number, education, employment, employment history, bank account number, credit card number, debit card number, or other financial information</p> <p>This category includes the information described in Cal. Civ. Code § 1798.80(e).</p>	<p>Directly from you or someone you know</p> <p>Automatically when you use our Services</p> <p>Data analytics providers</p> <p>Vendors that help us to fulfill and deliver orders, process payments, support our promotions, contests, gift cards, Loyalty Program, and sweepstakes, and provide communications, marketing, or other services on our behalf</p> <p>Affiliates</p> <p>Dunkin’ Brands franchisees</p> <p>Data brokers</p>	<p>Processing your purchases of or requests for products or services</p> <p>Maintaining your account with us</p> <p>Communicating with you, and facilitating communications through our Services</p> <p>To support our contests, promotions, Loyalty Program, coupons, and sweepstakes</p> <p>Customer service</p> <p>Marketing and advertising</p> <p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences, auditing, and for other research and analysis</p> <p>To help maintain the safety, security, and integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries</p>

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
		<p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p> <p>Tailoring our content or otherwise personalizing the Services</p> <p>As part of our application process for potential franchisees, and relationship with current franchisees</p>
<p>Characteristics of protected classifications under California or federal law, including age and month and day of birthday, and gender</p>	<p>Directly from you</p> <p>Affiliates</p> <p>Dunkin' Brands franchisees</p>	<p>Customer service</p> <p>To support our contests, promotions, Loyalty Program, coupons, and sweepstakes</p> <p>Marketing and advertising</p> <p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences, auditing, and for other research and analysis</p> <p>To help maintain the safety, security, and integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>

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		Tailoring our content or otherwise personalizing the Services
<p>Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies</p>	<p>Directly from you or someone you know</p> <p>Automatically when you use our Services</p> <p>Vendors that help us to fulfill and deliver orders, process payments, support our promotions, contests, gift cards, Loyalty Program, and sweepstakes, and provide communications, marketing, or other services on our behalf</p> <p>Affiliates</p> <p>Dunkin' Brands franchisees</p>	<p>Processing your purchases of or requests for products or services</p> <p>Communicating with you, and facilitating communications through our Services</p> <p>To support our contests, promotions, Loyalty Program, coupons, and sweepstakes</p> <p>Customer service</p> <p>Marketing and advertising</p> <p>Tailoring our content or otherwise personalizing the Services</p> <p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences, auditing, and for other research and analysis</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
<p>Internet or other electronic network activity information, including browsing history, search history, and information</p>	<p>Automatically when you use our Services</p> <p>Advertising networks</p> <p>Internet service providers</p>	<p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences,</p>

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
<p>regarding interactions with our websites, applications, or advertisements</p>	<p>Social networks</p> <p>Vendors that help us to fulfill and deliver orders, and provide communications, marketing, or other services on our behalf</p>	<p>auditing, and for other research and analysis</p> <p>Marketing and advertising</p> <p>To help maintain the safety, security, and integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p> <p>Tailoring our content or otherwise personalizing the Services</p> <p>Customer service</p>
<p>Geolocation data</p>	<p>Directly from you or Automatically when you use our Services</p>	<p>Processing your purchases of or requests for products or services</p> <p>To help maintain the safety, security, and integrity of our Services, databases and other technology assets, as well as your account, orders, and deliveries</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p> <p>Tailoring our content or otherwise personalizing the Services</p>

Category of Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
<p>Professional or employment-related information</p> <p><i>If you are a Dunkin' Brands employee, please see our California Employee Privacy Notice for additional disclosures. Job applicants can find additional disclosures in our California Applicant Privacy Notice.</i></p>	<p>Directly from you</p>	<p>As part of our application process for potential franchisees, and relationship with current franchisees</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
<p>Inferences used to create a profile reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes</p>	<p>Drawn from the other categories of Personal Information we collect</p>	<p>To support our contests, promotions, Loyalty Program, coupons, and sweepstakes</p> <p>Marketing and advertising</p> <p>To better understand how users access and use the Services, to improve the Services, to respond to user desires and preferences, auditing, and for other research and analysis</p> <p>Tailoring our content or otherwise personalizing the Services</p> <p>As part of our application process for potential franchisees, and relationship with current franchisees</p>

Among the categories listed above are the following categories of sensitive personal information:

Category of Sensitive Personal Information	Categories of Sources from which Information was Collected	Purposes for Collection
Personal Information that reveals a Social Security, driver’s license, state identification card, or passport number	Directly from you	As part of our application process for potential franchisees, and relationship with current franchisees
Personal Information that reveals an account log-in, in combination with any required security or access code, password, or credentials allowing access to an account	Directly from you	Maintaining your account with us
Personal Information that reveals precise geolocation (location within a radius of 1,850 feet)	Directly from you	Processing your purchases of or requests for products or services Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity Tailoring our content or otherwise personalizing the Services

In addition to the purposes described above, we may use and disclose any category of personal information or sensitive personal information we collect to respond to law enforcement requests, or as otherwise required or authorized by applicable law, court order, or governmental regulations; to protect our rights and interests and those of others (including our franchisees); to resolve any disputes; to enforce our policies; and to evaluate or conduct a merger, sale, or other acquisition of some or all of our assets.

How Long We Keep Your Personal Information

We keep the categories of personal information described above for as long as is necessary for the purposes described in this Privacy Policy or otherwise authorized by law. This generally means holding the information for as long as one of the following apply:

- Your personal information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which—we collected the information;

- Your personal information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the personal information was collected;
- The information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case); or
- We are otherwise required or permitted to keep your information by applicable laws or regulations.

Where personal information is used for more than one purpose, we will retain it until the purpose with the latest period expires. For more information about our retention policies, please contact us using the contact details below.

How We Disclose, Share, and Sell Personal Information

We disclose personal information as shown below. The first chart shows the categories of personal information we disclose to our service providers and contractors for business or commercial purposes. Although we do not sell personal information in exchange for money, some of our advertising practices may be classified as “sales” or “sharing” under California law. The second chart shows the categories of personal information we share for purposes of cross-context behavioral advertising or otherwise “sell,” as that term is defined under California law. We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age.

1. Disclosures for a Business or Commercial Purpose

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
<i>Personal Information</i>		
Identifiers	Affiliates Dunkin’ Brands franchisees Service providers that we use to support our business and operations	Processing your purchases of or requests for products or services Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, or other services on our behalf)

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
		<p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p> <p>Auditing, related to ad impressions</p> <p>Ensuring security and integrity of personal information</p> <p>Debugging to identify and repair errors that impair existing intended functionality</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
Personal records	<p>Affiliates</p> <p>Dunkin' Brands franchisees</p> <p>Service providers that we use to support our business and operations</p>	<p>Processing your purchases of or requests for products or services</p> <p>Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, or other services on our behalf)</p> <p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p>

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
		<p>Auditing, related to ad impressions</p> <p>Ensuring security and integrity of personal information</p> <p>Debugging to identify and repair errors that impair existing intended functionality</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
Characteristics of protected classifications	<p>Affiliates</p> <p>Dunkin' Brands franchisees</p> <p>Service providers that we use to support our business and operations</p>	<p>Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, among other services)</p> <p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
Commercial information	<p>Affiliates</p> <p>Dunkin' Brands franchisees</p> <p>Service providers that we use to support our business and operations</p>	<p>Processing your purchases of or requests for products or services</p> <p>Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or</p>

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
		<p>Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, among other services)</p> <p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p> <p>Auditing, related to ad impressions</p> <p>Ensuring security and integrity of personal information</p> <p>Debugging to identify and repair errors that impair existing intended functionality</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
<p>Internet or other electronic network activity information</p>	<p>Service providers that we use to support our business and operations</p>	<p>Processing your purchases of or requests for products or services</p> <p>Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, among other services)</p>

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
		<p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p> <p>Auditing, related to ad impressions</p> <p>Ensuring security and integrity of personal information</p> <p>Debugging to identify and repair errors that impair existing intended functionality</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
Geolocation data	Service providers that we use to support our business and operations	<p>Processing your purchases of or requests for products or services, as necessary</p> <p>Performing services on our behalf (e.g., fulfilling and delivering orders, processing payments, supporting our promotions, contests, gift cards or Loyalty Program, and providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, among other services)</p> <p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Short-term, transient use, including, but not limited to, non-personalized advertising</p>

Category of Personal Information	Categories of Recipients	Purposes for Disclosure
		<p>Ensuring security and integrity of personal information</p> <p>Debugging to identify and repair errors that impair existing intended functionality</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
Inferences	<p>Affiliates</p> <p>Dunkin' Brands franchisees</p> <p>Service providers that we use to support our business and operations</p>	<p>Performing services on our behalf (e.g., providing communications, technical, analytical, web hosting, cloud hosting and mobile application support, among other services)</p> <p>Providing advertising and marketing services (except for cross-context behavioral advertising)</p> <p>Auditing, related to ad impressions</p> <p>Ensuring security and integrity of personal information</p> <p>Detecting, investigating, or protecting against malicious, deceptive, fraudulent, or illegal activity</p>
<i>Sensitive Personal Information</i>		
Precise geolocation	Service providers that we use to support our business and operations	<p>Processing your purchases of or requests for products or services</p> <p>Performing services on our behalf (e.g., fulfilling and delivering orders)</p>

2. Sales and Sharing of Personal Information

Category of Personal Information or Sensitive Personal Information	Categories of Recipients	Purposes for Selling / Sharing
Identifiers	Third-party advertising partners	To show you relevant ads while you browse the internet or use social media
Personal records		
Characteristics of protected classifications		
Commercial information		
Internet or other electronic network activity information		
Geolocation data		
Inferences		