

Béni Michelin Privacy Policy

This privacy policy ("Policy") explains how personal information is collected, used, and disclosed by Béni Michelin Sdn Bhd. This Policy applies to consumer users (individually referred to as "you") of BÉNI MICHELIN's websites, applications and other online services (collectively, our "Sites").

Restaurants at which you make reservations through our Sites, Merchants that issue Promotions, BÉNI MICHELIN ELITE Membership (as this term is defined in the BÉNI MICHELIN [Terms of Use](#)), BÉNI MICHELIN Gift Cards (as this term is defined in the BÉNI MICHELIN [Terms of Use](#)) you purchase through our Sites, and social networks that you use in connection with our Sites, may also collect, use, and share information about you. This Policy does not cover such third parties or their services. For information about third-party privacy practices, please consult with them directly.

Part I – Information We Collect

We collect information about you in various ways when you use our Sites. We use this information to, among other things, provide the functionality and improve the quality of the Sites, and personalize your experience. For example, we may collect your name, email address, postal address, phone number (including your mobile phone number), billing information, survey responses, demographics, primary dining city, current and prior restaurant reservation details, favorite restaurants, special restaurant requests, passwords, contact information of people you add to, or notify of, your restaurant reservations through our Sites, names and email addresses of recipients of BÉNI MICHELIN Gift Cards (as this term is defined in the BÉNI MICHELIN [Terms of Use](#)), and other information you provide on our Sites. If you use our website to make reservation we may also collect your mobile device ID, your precise location data and the restaurant search locations you select. For certain services on our Sites, credit or debit card account information may be required, as further described in

the section entitled “Payment Card Information” below. We may also obtain information from other sources, such as third-party sites, applications and services (each, a “Third-Party Platform”) through which you connect with our Sites, and combine that with information we collect on our Sites.

When you visit our Sites, some information is automatically collected. For example, when you visit our Sites, we may automatically collect your location, computer operating system, Internet Protocol (IP) address, access times, browser type and language, and the website you visited before our Sites. We also collect information about your usage and activity on our Sites using certain technologies, such as: Cookies, Web Beacons and other technologies. See our Cookies and Interest-Based Advertising Policy for more details.

Part II – How We Use Information We Collect

We use personal information collected through our Sites for purposes described in this Policy or disclosed to you on our Sites or otherwise in connection with our services. For example, we may use your information to:

- make and change your restaurant reservations made through our Sites;
- offer you, or provide you with, products and services, such as BÉNI MICHELIN Gift Cards and Promotions;
- email BÉNI MICHELIN Gift Cards to designated recipients;
- operate and improve our Sites, products and services;
- understand you and your preferences to enhance, personalize and customize your experience and enjoyment using our Sites, products and services, such as understanding your dining history to make recommendations about other restaurants you may like;
- process and deliver contest entries and rewards;
- display relevant advertising;
- send you information relating to our products and services, including reservation confirmations, receipts, technical notices, updates, security alerts and support and administrative messages;
- communicate with you about contests, offers, promotions, rewards, upcoming events and other news about products and services offered by BÉNI MICHELIN, our subsidiaries and affiliates, select restaurants and our other selected partners;

- link or combine with other personal information we get from third parties, to help understand your needs and provide you with better service;
- authenticate your credit or debit card account information; and
- protect, investigate and deter against fraudulent, unauthorized or illegal activity.

Part III – How We Share Information

1. Information Shared with Restaurants

When you make a Restaurant reservation through our Sites, your information is provided to us and certain information is provided to the restaurants with whom you choose to reserve. In order to facilitate your reservation, certain information is provided to that restaurant, just as it would if you made a reservation by calling the restaurant, emailing the restaurant or using the restaurant's website. If you provide a mobile phone number, restaurants may send you text messages regarding your reservation. Some restaurants also require you to make online payment to secure your reservation. When you make a restaurant reservation through our Sites, we may also share with the restaurant additional information such as information about your dining preferences and history, or information that we collect via Third-Party Platforms. You also have the option of indicating special preferences or providing comments about your reservation that BÉNI MICHELIN will pass on to that restaurant.

We may share with restaurants summary reports of feedback from diners. If you provide comments about a restaurant through our Sites, these comments may be shared with that restaurant. We will not tie your comments with other information that can identify you, but a restaurant may be able to tell who you are from your comments, particularly if you give your name in the comments or provide contact information such as an email address.

Information you choose to share with a restaurant when you make a reservation through our Sites may be used by the restaurant for its own purposes. BÉNI MICHELIN does not control the privacy practices of restaurants. Please contact the restaurant directly if you want to learn about their privacy practices.

2. Information Shared with Gift Card Merchants

If you purchase or redeem a BÉNI MICHELIN Gift Card through our Sites, we notify the restaurant you selected for the redemption of your BÉNI MICHELIN Gift Card and provide it with certain related information about your purchase or redemption, including your name, email address, and the amount of the BÉNI MICHELIN Gift Card.

3. Payment Card Information

To use certain services on our Sites, such as to make reservations at certain restaurants; and to purchase BÉNI MICHELIN ELITE Membership, BÉNI MICHELIN Gift Cards, or other products or services, we may require credit or debit card account information. Online payment is facilitated by secure online payment gateway. BÉNI MICHELIN does not hold or have access to your debit and/or credit card details. For information about the security of your credit or debit card account information, see Section called “Security of Your Personal Information” below.

4. Information You Share Socially

Our Sites may allow you to connect and share your actions, comments, content, and information publicly or with friends. Our Sites also allow you to connect with us on, share on, and use Third-Party Platforms, including those on which BÉNI MICHELIN has a presence.

Please be mindful of your own privacy needs and the privacy needs of others as you choose whom to connect with and what to share and make public. We cannot control the privacy or security of information you choose to make public or share with others. BÉNI MICHELIN also does not control the privacy practices of Third-Party Platforms. Please contact those sites and services directly if you want to learn about their privacy practices.

Sharing with Others

We do not share your personal information with third parties other than as described above and as follows:

- We may share personal information when you authorize us to share your information with other third parties (such as the restaurants at which you make reservations through our Sites) for their own marketing purposes, which are subject to the separate privacy policies of such third parties.
- We may share personal information with affiliates, third-party vendors, consultants and other service providers who work for us. Such third-party vendors may include vendors who provide fraud detection services to us and other third parties.
- We may share aggregate statistical data for the improvement of services offered by our Sites.
- We share personal information with third parties who provide services to us, such as data collection, reporting, ad response measurement, and site analytics, as well as assistance with delivery of relevant marketing messages and advertisements. These third parties may view, edit or set their own cookies. We and our third parties service providers, advertisers, and/or partners may also place web beacons for these third parties. The use of these technologies by these third parties is subject to their own privacy policies and is not covered by this Policy.
- We may disclose your personal information (i) to comply with laws and to respond to lawful requests and legal process, (ii) to protect the rights and property of BÉNI MICHELIN our agents and customers, and others, including to enforce our agreements, policies and terms of use, and (iii) in an emergency to protect the personal safety of BÉNI MICHELIN, its customers, or any person.
- We may disclose or transfer your personal information to a third party if we sell, transfer, divest, or disclose all or a portion of our business or assets to another company in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction, or proceeding.
- We may also share aggregated or de-identified information with third parties in our discretion.
- We may otherwise share your information as directed by you or subject to your consent.

Part IV – Security of Your Personal Information

BÉNI MICHELIN takes reasonable steps to help protect your personal information in an effort to prevent loss, misuse, unauthorized access, disclosure, alteration and destruction. When your credit or debit card account information is being transmitted to our Sites or through our Sites, it will be protected by encryption technology, such as Secure Sockets Layer (SSL).

To be clear, **BÉNI MICHELIN does not itself store your credit or debit card account information, and we do not have direct control over or responsibility for your credit or debit**

card account information. Our contracts with third parties that receive your credit or debit card account information require them to keep it secure and confidential.

Nonetheless, we cannot guarantee that transmissions of your credit or debit card account information or personal information will always be secure or that unauthorized third parties will never be able to defeat the security measures taken by BÉNI MICHELIN or our third-party service providers. **We assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorized third-party access, or other causes beyond our control.** You play an important role in keeping your personal information secure. You should not share your user name, password, or other security information for your BÉNI MICHELIN account with anyone. If we receive instructions using your user name and password, we will consider that you have authorized the instructions.

Part V – Your Information Choices and Changes

You may opt out of receiving marketing and promotional messages from BÉNI MICHELIN by following the instructions in those messages. If you opt out, we may still send you non-promotional messages, such as messages about your accounts or our ongoing business relations. You may also send requests about your contact preferences, changes to your information including requests to opt-out of sharing your personal information with third parties to our contact information below.

1. Cookie choices. To exercise choices regarding cookies set through our website, as well as other types of online tracking and Internet advertising, see our [Cookies and Interest-Based Advertising Policy](#).

2. Application location choices. Most mobile devices allow you to turn off location services. For more information about how to do this, please contact your mobile service carrier or your

device manufacturer. If you choose to turn off location services, this could affect certain features or services of our Sites.

Part VI – Contacting BÉNI MICHELIN

You are entitled to know what personal data we hold about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us using the contact information provided below. We may require you to provide us with appropriate identification.

For questions about accessing, changing or deleting your personal information visit <http://www.beni-my.com> or contact customer support at (60)3-2698 2255 or via email at info@beni-my.com

For questions or opinions on BÉNI MICHELIN's privacy policy, contact BÉNI MICHELIN via email at info@beni-my.com or by postal mail at Béni Michelin Sdn. Bhd. T2-19, Genting Highlands, 69000 Genting Highlands, Pahang.

Part VII – Changes to This Policy

BÉNI MICHELIN may change this Policy from time to time in accordance with the BÉNI MICHELIN [Terms of Use](#). You agree you will review this Policy periodically. If we make any changes to this Policy, we will change the "Last Updated" date above. You are free to decide whether or not to accept the modified Policy, but accepting the Policy is required for you to continue using the Sites. **If you do not agree to the terms of this Policy or any modified version of this Policy, your sole recourse is to terminate your use of the Sites.**