

# RBS Firm Privacy Policy

**Last Updated:** January 2<sup>nd</sup>, 2025

This Privacy Policy explains how **Restaurant Business Solutions, LLC** (doing business as “**RBS Firm**”, “we,” “us,” or “our”) collects, uses, discloses, and safeguards personal information when you visit **rbsfirm.com** (the “Site”) or otherwise interact with us (collectively, the “Services”).

If you do not agree with this Policy, please do not use the Services. By accessing the Site, you acknowledge you have read and understood this Policy.

## Who We Are & How to Contact Us

- **Controller:** Restaurant Business Solutions, LLC (RBS Firm)
- **Business address:** 580 Walnut Street. Cincinnati, OH. 45202
- **Email:** hello@rbsfirm.com
- **Phone:** 313.400.8635

## Scope

This Policy applies to personal information processed by RBS Firm in connection with: - Visits to, and interactions with, the Site (rbsfirm.com), including contact forms and assessment tools. - Our consulting services, proposals, and client communications. - Our marketing activities (e.g., newsletters, events, webinars).

This Policy does **not** cover personal information processed by third parties you access via links from our Site (see **Third-Party Sites** below).

## Information We Collect

We may collect the following categories of personal information:

### a) Information you provide directly

- **Contact details** (name, email, phone, company, role).
- **Inquiry content** (messages, meeting requests, project details).
- **Assessment/Intake responses** (e.g., online questionnaires or Typeform® surveys).
- **Account credentials** (if we enable accounts) and preferences.
- **Payment information** (if applicable, processed by our payment processor—see **Payments** below).

### b) Information collected automatically

- **Usage data** (pages viewed, links clicked, time spent, referring URLs).

- **Device and log data** (IP address, browser type, operating system, cookie identifiers).
- **Approximate location** (derived from IP address).

#### c) Information from third parties

- **Analytics and advertising partners** (e.g., Google Analytics, ad platforms).
- **Lead/CRM tools** (e.g., business contact databases, social platforms, events).
- **Payment processors** (limited transaction metadata).

We do not intentionally collect **sensitive personal information** unless you voluntarily provide it and it is necessary for the Services (e.g., for recruiting projects). Please avoid submitting sensitive data unless requested for a defined purpose.

## How We Use Personal Information

We use personal information to: - Provide, operate, maintain, and improve the Site and Services. - Respond to inquiries, schedule meetings, prepare proposals, and deliver consulting work. - Customize content and user experience. - Send administrative communications (e.g., policy updates, service notices). - Conduct marketing (with opt-out choices), events/webinars, and surveys. - Analyze performance and effectiveness of the Site (analytics, debugging, and security). - Comply with law, enforce our agreements, and protect against fraud or misuse.

**Legal bases (EEA/UK/Swiss users):** We rely on legitimate interests, consent (where required), performance of a contract, and/or compliance with legal obligations.

## Cookies & Similar Technologies

We use cookies and similar technologies to run and improve the Site. Categories may include: - **Strictly necessary:** core functionality, security, session management. - **Functional:** remember preferences. - **Analytics:** understand usage and improve content. - **Advertising/Retargeting (if enabled):** deliver relevant ads.

You can manage cookies via your browser settings and (if implemented) our cookie banner or preferences center. Disabling some cookies may affect Site functionality. See **Cookie Notice** below for details.

## Analytics, Advertising & Social Tools (If Enabled)

- **Analytics:** We may use tools like Google Analytics to understand Site usage and performance. These tools set cookies and collect usage data. Google provides opt-out options at: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).
- **Advertising:** If we use ad platforms (e.g., Google Ads, LinkedIn Ads, Meta), we may use cookies and pixels for measurement and interest-based advertising. You can adjust ad settings within those platforms and at [optout.aboutads.info](https://optout.aboutads.info) and [youradchoices.com](https://youradchoices.com).

- **Social Media Features:** Our Site may include social widgets or links (e.g., LinkedIn), which may collect IP and page-view data under their own privacy policies.

## Disclosures of Personal Information

We may disclose personal information to: - **Service providers / processors:** hosting (e.g., GoDaddy), cloud/IT, analytics, CRM/marketing platforms (e.g., Typeform®, email marketing), payment processors (e.g., Stripe), professional advisors, auditors, and security vendors. - **Business partners (if applicable):** co-marketing or joint events (with notice/choice where required). - **Legal and compliance:** to satisfy legal obligations, respond to lawful requests (e.g., subpoenas), enforce our terms, or protect rights, safety, and property. - **Corporate transactions:** during negotiations or completion of a merger, acquisition, financing, or asset sale, subject to appropriate safeguards.

We do **not** sell personal information for money. We may share identifiers and usage data with advertising and analytics providers, which could be deemed a “sale” or “sharing” under some U.S. state privacy laws. See **U.S. State Disclosures & Rights** for opt-out choices.

## International Data Transfers

We may transfer, store, and process personal information in countries outside your own, including the United States. Where required, we implement appropriate safeguards (e.g., Standard Contractual Clauses) to protect your information.

## Data Retention

We keep personal information for as long as necessary to provide the Services, comply with legal obligations, resolve disputes, and enforce our agreements. Retention periods vary based on the type of data and purpose of processing.

## Security

We employ reasonable administrative, technical, and physical safeguards designed to protect personal information. No online service can be 100% secure. Please use strong, unique passwords and promptly notify us of any suspected unauthorized access.

## Children’s Privacy

The Services are not directed to children under 13 (or under 16 in the EEA/UK). We do not knowingly collect personal information from children. If you believe a child provided personal information, contact us to request deletion.

## Your Privacy Choices

- **Marketing Communications:** You can opt out of marketing emails by using the unsubscribe link in the email or contacting us. You may still receive transactional or administrative messages.
- **Cookie Preferences:** Manage via your browser and any Site cookie tool.
- **Ad Preferences:** Use platform settings and industry opt-outs noted above.

## Your Rights (EEA/UK/Swiss Users)

Subject to applicable law, you may have the right to request: access, correction, deletion, restriction, portability, and to object to processing (including for direct marketing). Where processing is based on consent, you can withdraw consent at any time.

To exercise rights, contact us at [privacy@rbsfirm.com]. You may also lodge a complaint with your local supervisory authority.

## U.S. State Privacy Disclosures & Rights (including California)

Residents of certain U.S. states (e.g., CA, CO, CT, UT, VA) may have rights to: - **Know/Access** categories and specific pieces of personal information we collected. - **Correct** inaccurate personal information. - **Delete** personal information, subject to exceptions. - **Opt out** of (i) targeted advertising, (ii) selling or sharing of personal information, and (iii) certain profiling. - **Non-discrimination** for exercising privacy rights.

**Categories collected:** identifiers (name, email, IP), commercial information (if applicable), internet activity (usage, device, cookies), geolocation (approximate), professional information (role/company), inferences (if any for marketing/segmentation). See sections above for sources, purposes, and disclosures.

**Opt-Out of Sale/Sharing and Targeted Ads:** If we use advertising cookies or analytics that constitute a “sale” or “sharing,” you can opt out via our cookie banner/preferences (if available) or by contacting us at [privacy@rbsfirm.com].

**Sensitive information:** We do not use or disclose sensitive personal information for purposes that require a right to limit under California law.

To exercise your rights, email [privacy@rbsfirm.com]. We may need to verify your identity and, where allowed, respond via an authorized agent.

## Payments (If Applicable)

If you purchase services online, payment information (e.g., card number) is collected and processed directly by our payment processor (e.g., **Stripe**). We do not store complete card numbers. The processor’s use of your information is governed by its privacy policy.

## AI & Automated Tools (Transparency)

We may use AI or automation tools (e.g., for drafting communications, document generation, or analytics). When these tools are used to process personal information, we do so under appropriate contracts, safeguards, and human oversight. We do **not** use automated decision-making that produces legal or similarly significant effects without human review.

## Third-Party Sites & Services

The Site may link to third-party websites and services. Their privacy practices are governed by their own policies. We are not responsible for the information practices of such third parties.

## Changes to This Policy

We may update this Policy from time to time. The **Last Updated** date at the top indicates when changes were made. Significant changes will be communicated via the Site or by email where required.

## How to Contact Us

For questions or to exercise privacy rights: - Email: [privacy@rbsfirm.com] - Mailing: [Insert mailing address]

## Cookie Notice (Summary)

This Cookie Notice supplements the Privacy Policy and explains how RBS Firm uses cookies and similar technologies on rbsfirm.com.

### What are cookies?

Cookies are small files stored on your device to help websites operate, analyze usage, and personalize content.

### Types of cookies we may use

- **Strictly Necessary:** enable core functionality (session management, security). Required for the Site to work.
- **Functional:** remember choices (language, preferences).
- **Analytics:** measure and improve performance; e.g., page views, navigation paths.
- **Advertising/Retargeting (if enabled):** show ads based on interests and measure campaign effectiveness.

## Managing cookies

You can manage cookies in your browser settings. If we provide a cookie banner or preferences tool, you can update choices there at any time. Blocking some cookies may impact Site performance.

## Do Not Track

Some browsers offer a “Do Not Track” signal. Our Site may not respond to such signals. You can still use the cookie controls described above.

**Note:** Bracketed items (e.g., contact details, processors in use) should be finalized before publishing. Consider consulting legal counsel to confirm the Policy reflects your actual data practices and applicable laws.