

PRIVACY POLICY

We want to provide you with the means to control your privacy and give you a way to voice questions or concerns you may have.

It is our policy never to send non-essential communications to members who have asked us not to do so.

The only personal information we collect from you is your name, birth date, email address, your mailing address and (if you choose to share it) telephone number and children's names and birth dates. We recognize that the loyalty of our customers depends upon our relationships with them and we strongly support the rights of customers to maintain privacy of personal data.

Don't worry; at Ashley's, your personal information is safe. We don't give, share, sell, lend or let other people take a sneak peek at your information.

Our Commitment To Your Family

Like you, we have children of our own and are concerned about their safety when they use the Internet. We want you and your family to be safe while visiting our website. That is why, consistent with the Federal Children's Online Privacy Protection act of 1998 (COPPA), we do not offer program participation to minors and will never knowingly request information from children. For more information about protecting the privacy and safety of minors online, we recommend you visit <http://www.ftc.gov/kidzprivacy/index.html>.

What Information Do We Collect?

We must collect certain personal information that is necessary to identify you as a member and to determine your entitlement to rewards. We also may collect certain information regarding your spending at our restaurants to make it easier to determine what promotions will be most appreciated by our loyal customers, and how to eliminate hassles and provide greater convenience for our members. You could be asked at various times to provide information such as your mailing address to ensure proper delivery of a reward. We may collect the domain name of visitors to our website, user-specific information of those visitors who volunteer it on the pages of our website, and other voluntary information such as survey information. Like many other commercial websites, our website may employ a standard technology called a "cookie" to collect information about how our website is used. Our website may provide links to websites operated by us, or pages on this website at which you can learn more about our products or enroll for special benefits. Should you choose to enroll in our program you will be asked to submit limited personal information, which will be subject to this privacy policy as well as any specific program terms and conditions or other policies, disclosures

or use practices that we may disclose to you at the time you register.

Who Has Access to Your Personal Information

The information that you provide is collected by Ashley's Restaurants Ltd. (Ashley's), and those service vendors who help Ashley's administer the program. Four Ashley's service vendors - Constant Contact (our email host), Paytronix, Inc. (reward processor) and system software providers Aloha, Inc. and Posi-Touch inc. - will handle your personal information, but only to the extent necessary to collect (at the website), deliver (to the program's software and card production company) and store the information for administration of the program." In any case, Ashley's is the lawful "owner" of the information and each of these vendors is lawfully bound to use the information only for the purpose of administering the program for Ashley's and to take all necessary precautions to protect the information. Ownership of any information you provide us will be held solely by Ashley's. We will not sell ownership of this data to any other company or organization.

How The Information Is Used

We use the information that we collect to understand your preferences and history. With this information we make it easier and more rewarding for you to use our program -- to determine what promotions you enjoy and to increase the convenience of participating in those promotions. We also use the collected information to provide you with the services you request, as otherwise described at the time we collect information, and to improve the design of our website. As you earn participation credit in our program, processing information will be sent to Paytronix, Inc. so that we can keep track of your transactions and properly credit your account.

We will not transfer information to competitors. Your information will always be used only to help us ensure that our program is rewarding for you.

Depending on whether you voluntarily sign up for these particular features, we may occasionally send you e-mails containing your earned rewards or informing you about changes to the program, including news about promotions and special offers available only to our program members. At Ashley's, your personal information is safe with us. We don't give, share, sell, lend or let other people take a sneak peek at your information.

Our ability to provide enhanced services may occasionally depend on our ability to develop summary reports for our advertising agents that contain raw numbers or statistics (but never tell them who it was that made a certain purchase, stated a preference or clicked on an option). **It is our policy to never send messages to members who have asked us not to do so, except as is necessary to permit a**

member's participation in the program; e.g., delivery of members' rewards and required program notifications.

Information Distribution

It is our strict policy not to share your personal information and membership data with any third party, except as is necessary to operate the program and maximize our members' enjoyment of the program.

Although unlikely, we may be required by law enforcement or judicial authorities to provide personally identifiable information to the appropriate governmental authorities. If requested as part of a legal proceeding, we will provide this information upon receipt of the appropriate documentation.

It is not our usual policy but from time to time we may permit other companies to place advertising on our website, and these companies may collect information about you through the use of cookies when you view or click on their advertising or content (using the same techniques described above). Due to the way the Internet technically operates, we cannot control this collection of information. You should contact these advertisers or content providers if you have any questions about their use of the information they collect.

There may be links that will let you leave our website. We do not control the links or their websites and we are not responsible for the contents of any linked website or any link contained in a linked website. The inclusion of any link does not imply endorsement of the website. The use and/or privacy provided by the operator of a linked website as to any information you provide in accessing a linked website is in no way subject to our privacy policy. Any linked website may have its own policy that could differ considerably from our policy, or the linked website may not display any privacy policy at all. In any case, even though a linked website is accessed through our website, we cannot be responsible for any use that a linked website may make of your information.

Declining Offers

You will not receive electronic or posted offers from us unless you specifically opt-in to receive them at the time of registration. If you later decide that you do not want to receive offers from us, please let us know by logging on to your account at www.ashleys.com/foto.html and revising your membership preferences for email, mail, and text messages.

How You Can Correct Any Inaccuracies in the Information

You have the ability to access and edit the personal information that you have provided to us. To update the information retained about you, or to deactivate

your account, please visit www.ashleys.com.

Your Acceptance of These Terms

By enrolling in the Ashley's Friends Of The Owner Guest Recognition Program or otherwise providing information to us on this website, you agree to our Privacy Policy. We may also change the policy from time to time, so please be sure to visit this website often to see if anything has changed. If we post changes and you continue to use the website, you will be deemed to have agreed to the changes.

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