

Privacy Policy

Effective: March 16, 2026

1. Scope of This Policy

Urban Plates LLC (“**Urban Plates**,” “**we**,” “**us**,” “**our**”) respects your privacy and values your trust. The purpose of this Privacy Policy is to inform you of the treatment and processing of personal information that we may learn about you from using our website at <https://www.urbanplates.com> (the “**Site**”), from using our mobile application (the “**App**”), from purchasing products and services from us or engaging with our content, or by use of any of our services (collectively, the “**Service**”). If you have any questions regarding this information or our privacy practices, please contact us via the methods set out in the [How to Contact Us](#) section at the end of this Privacy Policy.

You may print a copy of this Privacy Policy by clicking here [[PRINTABLE VERSION](#)].

2. Agreement to Terms

If you do not agree with the terms of this Privacy Policy and our Terms of Use, then you should immediately discontinue use of the Service without providing us with any personal information. Any terms we use in this Privacy Policy without defining them have the definitions given to the in the Terms of Use.

3. Personal Information We Collect

We may collect the following categories of personal information (a) directly from you (such as when you create an account, place an order, respond to surveys or otherwise contact us), (b) from the device and browser that you use to access the Service, and (c) from cookies and similar technologies.

- **Identifiers.** We may collect your first name, last name, postal address, account username and password, email address and phone number.
- **Financial and Transactional Information.** We may collect payment details (such as the last 4 digits of your credit card number and expiration date), and billing address.
- **Commercial Information** We may collect your purchase history.
- **User-generated Content.** We collect the personal information and content of communications that you disclose through the Service. This may include reviews that you post to the Site or App.

- **Inferences.** We may also draw inferences from the personal information that we collect that reflect your ordering preferences.
- **Device Information.** We may collect device information when you visit our Site or use our App. Device information may include your device type, browser type, unique personal identifiers, IP address, geolocation data, and access times.
- **Internet Activity.** We may collect personal information concerning your interaction with the Site and/or App, including when you access the Site and/or App and your browsing activity on the Site and/or App (such as which pages you visit, in what order, and for how long). This may also include “traffic data” or tracking information provided by the Site’s host or similar providers (e.g., Google Analytics) that may be helpful for marketing purposes or for improving the Site and App.

You are not required to provide all personal information identified in this Privacy Policy to use our Service or to interact with us, but certain functionality will not be available if you do not provide certain personal information. For example, if you do not provide certain personal information, we may not be able to register an account, process your order, or respond to your requests.

We will not collect additional categories of personal information or use the personal information we have collected for materially different, unrelated or incompatible purposes without providing you notice.

4. Cookies

We store certain personal information that gets collected automatically at our end through necessary, functional, analytic, and targeting cookies and other similar technologies. A cookie is a small string of information that a website that you visit transfers to your browser for identification purposes. Cookies can be used to follow your activity while using a website or across websites, and that information helps companies understand your preferences and tendencies, as well as improve and personalize your website experience. Some cookies are necessary to operate a website, while others can be functional, analytical, or used for marketing purposes (as discussed in more detail below). Cookies on the Site are generally divided into the following categories:

Strictly Necessary Cookies. These are required for the operation of the Site. They include, for example, cookies that enable you to log into password-protected portions of the Site. These cookies are session cookies that are erased when you close your browser.

Analytical/Performance Cookies. These allow us to recognize and count the number of visitors to the Site and understand how such users navigate through the Site (e.g., when and which pages are visited, in what order the pages are visited, and where a user is located).

We also use Google Analytics for part of this process. For more information about Google Analytics, please visit www.google.com/policies/privacy/partners/. Google provides users with the ability to prevent their data from being used by Google Analytics —learn more by going to <https://tools.google.com/dlpage/gaoptout>.

Functional Cookies. These improve the functional performance of the Site and make it easier for you to use. For example, cookies are used to remember that you have previously visited the Site and asked to remain logged into it (e.g., this saves your username). These cookies qualify as persistent cookies because they remain on your device for use during your next visit to the Site. You can delete these cookies as detailed below.

Third-Party Cookies

We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own cookies on your browser or device

Do-Not-Track Signals and Global Privacy Control

At this time, we do not recognize automated “do-not-track” browser signals. We do, however, honor universal opt-out mechanisms (e.g., the Global Privacy Control).

5. Children’s Privacy

The Service is not intended for users under the age of 16 and Urban Plates does not knowingly collect personal information from individuals under the age of 16. If you are aware of, or suspect that, someone under the age of 16 is using the Service without permission, please notify us immediately by contacting us as detailed in the [How to Contact Us](#) section below. If you have questions or concerns about the Internet and privacy for your child, we encourage you to check out the [FTC Guidelines](#) for protecting your child’s privacy online.

6. Our Use of Personal Information

We collect and use your personal information for the following purposes:

- Providing the Service to you and providing products or services requested by, or reasonably anticipated within the context of our relationship with, you;

- Managing our relationship with you, responding to your inquiries or requests, and requesting feedback;
- Providing relevant promotional materials or other marketing;
- Administering promotions, events, or surveys.
- Analyzing the use of the Site;
- Keeping track of your shopping cart;
- Keeping track of your login name and password;
- Keeping track of click stream data;
- Tailoring web content/advertisements to your interests;
- Personalizing the Site and App (e.g., name automatically appears on the Site)
- Detecting security incidents and protecting against malicious, deceptive, fraudulent, or illegal activity, or prosecuting those responsible; and
- Complying with legal and regulatory obligations.

7. Our Disclosure of Personal Information

We may disclose your personal information to the following:

- *Our group companies*, include Urban Plates Holding LLC and Urban Plates – Del Mar LLC.
- *Service providers*, including web hosting, IT outsourcing, CRM, and email and marketing management. In some instances, service providers will be directly responsible to you for their use of your personal information. They may be obliged by law to provide you with additional information regarding the personal information that they hold about you and how and why they process that information. Further information may be provided to you in a separate notice or may be obtained from such service providers directly, for example, via their websites.
- *Advisers and financial institutions*, including auditors, notaries, business continuity support service providers, and legal, tax, and risk and compliance advisors.
- *With professional advisors, consultants, and contingent workers in connection with a change to the control or financial status of the company*, including a corporate restructuring, sale, acquisition, financing, reorganization, bankruptcy,

receivership, transfer, assignment of assets, or business merger or divestiture. Personal information and other information may be disclosed in the diligence process with counterparties and others assisting with the transaction and transferred to a successor or affiliate as part of that transaction.

- *Government bodies, dispute resolution organizations, law enforcement agencies, or professional advisors* in connection with (a) responding to a subpoena, search warrant, or other lawful request for personal information that we receive; (b) cooperating in a law enforcement or similar investigation; or (c) otherwise protecting our rights, as applicable.

8. Your Privacy Choices

You will have the option to receive marketing communications from us by ticking a box indicating that you would like to receive such communications when you create an Urban Plates account or register for the Plate Pass loyalty program. You may also “Join Our Newsletter” by entering your email address on the Site or in the App to receive information about exclusive events, restaurant openings and more.

If you no longer want to receive our newsletter, emails, or other marketing communications, you may unsubscribe at any time by following the unsubscribe link in the relevant communication.

To opt out of text messages, you may text “STOP” in reply to any Urban Plates marketing text message.

Please note that you cannot unsubscribe from certain correspondence from us, including messages relating directly to your account or purchases placed through the Site or App.

If you have created an Urban Plates account or registered for the Plate Pass loyalty program, you may review, amend, and/or delete certain personal information that we have collected about you by logging into your account. If you would like to delete or cancel your account, please contact us at the contact information in the [How to Contact Us](#) section below.

9. Security

We maintain reasonable technical and organizational measures to protect personal information from loss, misuse, alteration, or unintentional destruction. We have implemented various security measures to protect both the personal information and the general information that we receive from you through the Service. Whenever you give

out personal information online there is a risk that third parties may intercept and use that information. Although we seek to protect your personal information and privacy, we cannot guarantee the security of any personal information you disclose online. To the extent permitted under applicable law, we assume no liability or responsibility for the disclosure of your personal information due to errors in transmission, unauthorized access by third parties, or other causes beyond our control.

You play an important role in keeping your personal information secure. You should not disclose your username or password with anyone. If you have reason to believe that your account is no longer secure, please contact us immediately at the contact information in the [How to Contact Us](#) section below.

10. Data Retention

We retain personal information about you for as long as necessary to provide you with our Service or to perform our business or commercial purposes for collecting your personal information. When establishing a retention period for specific categories of personal information, we consider who we collected the personal information from, our need for the personal information, why we collected the personal information, and the sensitivity of the personal information. In some cases, we retain personal information for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

11. Additional Disclosures for Residents of California

For residents of California, this section describes how we collect, use, and disclose, and/or “sell” or “share” (as defined under California law) the personal information of California residents, and the rights you may have under California law. These disclosures are intended to supplement this Privacy Policy with information required by California law.

To understand what personal information we may have collected about you in the past 12 months, and from where we collected it, please see the [Personal Information We Collect](#) section above.

We collect this personal information, as further described in the [Our Use of Personal Information](#) section above, to operate, manage, and maintain our business, to provide our products and services, and to accomplish our business purposes and objectives. In

particular, we have identified the categories of personal information that we use or disclose for each purpose below:

<i>Providing the Service</i>	<ul style="list-style-type: none">• Identifiers• Financial and Transactional Information• Commercial Information• User-generated Content• Inferences• Device Information• Internet Activity
<i>Communicating with you</i>	<ul style="list-style-type: none">• Identifiers• User-generated Content
<i>Marketing purposes</i>	<ul style="list-style-type: none">• Identifiers• Commercial Information• User-generated Content• Inferences• Device Information• Internet Activity
<i>Analytics and personalization</i>	<ul style="list-style-type: none">• Identifiers• Commercial Information• User-generated Content• Inferences• Device Information• Internet Activity

<p><i>Security and fraud prevention</i></p>	<ul style="list-style-type: none"> • Identifiers • Commercial Information • User-generated Content • Financial and Transactional Information • Inferences • Device Information • Internet Activity
<p><i>Legal rights and obligations</i></p>	<ul style="list-style-type: none"> • Identifiers • User-generated Content • Commercial Information • Financial and Transactional Information • Inferences • Device Information • Internet Activity

Below, we have provided more detail regarding the two ways we disclose your personal information: (a) “selling” and/or “sharing” of personal information and (b) general disclosures of personal information for a business purpose.

“Selling” and/or “Sharing” of Personal Information We have marked “sales” in quotation marks because a “sale” under California law broadly includes any disclosure of personal information in return for any value. This value does not need to be monetary, like in a traditional sale. For example, a “sale” can be when a business provides personal information collected through cookies to an advertising network that it has hired to promote its own ads—but then the advertising network is able to use the cookie data provided for its own purposes, outside of this particular business relationship. Under CCPA, “share” means disclosing a consumer’s personal information to a third-party for cross-contextual advertising. On certain Sites, we may “share” your personal information.

In the past 12 months, we may have “sold” the following categories of personal information to the following third parties:

<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Google
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Microsoft
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • OneTrust
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • CallRail
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Klaviyo
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Snowplow
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Attentive
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Meta
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Cloudflare
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • TikTok
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Xad
<i>Online Identifiers, Network Activity, and/or Location Data</i>	<ul style="list-style-type: none"> • Yotpo

Disclosure of Personal Information for a Business Purpose

To manage our business and provide services to you, we sometimes disclose personal information to service providers. These service providers cannot further collect, sell, share, or use the personal information we disclose to them, except as necessary to perform our purposes, as instructed by us.

In the past 12 months, we may have disclosed the categories of personal information listed in the [Personal Information We Collect](#) section above to the categories of service providers listed in the [Our Disclosure of Personal Information](#) section above for our business purposes.

Your Rights

Under California law, you have a right to notice, upon collection, of the categories of personal information collected and the purposes for which the personal information will be used. In addition, California residents may have additional rights, subject to certain limitations, including:

- **Access:** You may have the right to access a copy of the categories and specific pieces of personal information that we have collected, used, and/or disclosed.
- **Correction:** You may have the right to request that we correct inaccurate personal information that we hold about you, taking into account the nature of the personal information and the purposes of the processing of the personal information.
- **Deletion:** You may have the right to request that we delete or anonymize your personal information, with certain exceptions.
- **No Retaliation:** You have the right to be free from discrimination for exercising your rights.
- **Portability:** When you exercise your right to access, you also have the right to receive your personal information in a portable and, to the extent technically feasible, readily usable format.
- **Opt-Out:** You have the right to opt-out of targeted advertising, sale of your personal information, profiling, and limit the use of sensitive personal information.

If you wish to exercise any of the other rights listed above or have any questions or concerns regarding the processing of your personal information, please contact us at the contact information in the [How to Contact Us](#) section below. We will respond to your request consistent with applicable law.

Please note, however, before we will be able to process your request to exercise your rights, we will need to properly verify your identity for security purposes. If we possess appropriate information about you (e.g., name, email, address), we will attempt to verify your identity using that information. Depending on the nature of your request and the sensitivity of your personal information, we may require additional personal information and documents. If it is not reasonably possible to identify you, we may not be able to respond to your request.

To use an authorized agent to make a consumer request for access, deletion, or correction on your behalf, we may need the authorized agent to provide proof that you gave the authorized agent signed permission to submit the request on your behalf. We may also require you to verify your identity directly with us.

Notice of Financial Incentive

If you subscribe to our mailing list we may send you certain rewards (e.g., discounts, coupons, or other price reductions) as well as other promotional and marketing communications. To administer our mailing list, we utilize certain identifiers that you provide to us (e.g., name, email address) and your order history. To enroll in our mailing list, you will be asked to provide certain personal information through an online form.

You may opt out of our mailing list at any time. To opt out of our mailing list, please click the “unsubscribe” link contained in each promotional or marketing email or reply “STOP” to any text message that we send to you.

We do not assign a monetary value to the personal information that we collect from you and only use that information to further our business in accordance with this Privacy Policy. To the extent we are required to assign a monetary value to the personal information collected through subscriptions to our mailing list, the method for calculating the value would be based on the sales generated by the program less the costs associated with facilitating and managing the program. Based on our reasonable estimate, the value of this personal information is equal to the value of the discount or financial incentives that we may provide to you.

12. Links to Other Websites

For your convenience, we may link to third-party sites and services, or otherwise display third-party content through our Site and App to provide increased value to our visitors. We have no control over these linked sites, each of which has separate privacy and data collection policies and practices independent from us. As such we have no responsibility or liability for these independent policies or actions and are not responsible for the privacy practices or the content of any such websites. Please note that these other sites may send their own cookies to users, collect data, or solicit personal information, and we encourage you to review their policies before engaging with these third-party sites.

13. Effective Date and Changes to This Privacy Policy

This Privacy Policy is effective as of the date at the top of this policy. Urban Plates has the discretion to update this Privacy Policy at any time. When we do, we will revise the effective date at the top of this page. We encourage users to frequently check this page for any changes and to stay informed about how we are helping to protect the personal information we collect, especially before you provide information, and particularly personal information, directly to us through the Service. In the event of a material

change to this Privacy Policy, we will provide a message through our website or via email informing you of the change.

14. How to Contact Us

If you have any questions about this Privacy Policy or our Service, please contact us at:

- Email: Info@urbanplates.com
- Phone number: 760-230-1700
- Address: 420 Stevens Ave, Ste 150, Solana Beach, CA 92075