Last revised December 15, 2020

Privacy Policy Highlights

The Restaurant Brands International, Inc. (RBI) Privacy Policy describes the information we collect and how it is used and shared. This policy applies to any information collected about you by RBI when you do any of the following (collectively, the "Services"): (i) visit a BURGER KING®, TIM HORTONS® or POPEYES® branded restaurant in the United States or in Canada, or (ii) use in the United States or in Canada any website, mobile or tablet application, digital in-restaurant kiosk, or other online service or platform of the BURGER KING® brand, the TIM HORTONS® brand, the POPEYES® brand, or any other RBI company that links or refers to this policy. This summary provides the highlights of our policy, but please click here to review the policy in full.

Information We Collect

We collect various types of information about our users in connection with the Services, including:

- Information you provide to us;
- Information we collect about your use of our Services;
- Information about your use of the Services; and
- Information we obtain from third-party sources.

We also may collect information in ways that we describe to you at the point of collection or otherwise with your consent.

How We Use Information

We use the information we collect to, among other things:

- Register and create your account;
- Operate and manage our stored-value card program;
- Provide and manage the products and Services you request;
- Communicate with you about our products, services, and promotions;
- Deliver targeted advertising, promotions, and offers; and
- Understand our customers so that we can develop and improve our customer service, promotions, products, and Services.

We may otherwise use your information with your consent or at your direction.

Sharing of Information

We may share your information with:

- Affiliates, including the BURGER KING®, TIM HORTONS® and POPEYES® brands;

- Franchisees, including local owners of BURGER KING®, TIM HORTONS® and POPEYES® restaurants;
- Business partners, service providers, and social media services;
- Third-party companies that provide content, advertising, or functionality; and
- Other parties when required or permitted by law, as necessary to protect our users, or in connection with a corporate transaction.

We may also provide deidentified or aggregated information to third parties to describe how our customers are using the Services. This information is not considered Personal Information. We also may share information about you with third parties whenever you consent to or direct such sharing.

Online Advertising and Cookies

We and other companies that provide advertising and other services on our Services may use cookies, web beacons, do-not-track signals, and similar technologies to improve and customize your advertisements and your experience using our Services. The full RBI privacy policy provides additional information about our collection of information through these technologies.

Privacy and Access Choices Available To You

The full RBI privacy policy provides information about how to manage the privacy and access choices available to you. For example, you may block cookies and similar technologies, opt out of receiving certain targeting advertising, and opt out of receiving commercial communications. It also outlines full California privacy rights.

Data Security and Other Important Information

- We have in place certain procedures to protect your personal information in our custody and control, but cannot guarantee the security of our Services or our control over your information when it is transmitted over the Internet.
- The full RBI privacy policy provides additional important information about our data security practices, links to third party sites, children's privacy, California privacy rights, and international transfers of information.

Privacy Policy

Restaurant Brands International, Inc. ("RBI"), the proud owner of the BURGER KING®, TIM HORTONS® and POPEYES® restaurant brands, knows that your privacy is important. This Privacy Policy sets out our privacy practices that apply when you visit BURGER KING®, TIM HORTONS®, or POPEYES® restaurants that we own and operate or use any website, mobile or tablet application, digital in-restaurant kiosk, or other online service or platform of BURGER KING®, TIM HORTONS®, POPEYES® or any other RBI company that links or refers to it (collectively, the "Services"), as well as our interactions with you on third party platforms (such as social media).

1. Personal Information We Collect

We collect personal information about our users from various sources, including from:

- You directly;
- Social media platforms;
- Other users;
- Publicly available sources;
- Third party service providers; and
- Online tracking technologies.

When information identifies or is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household, we refer to it as **"Personal Information."** This Personal Information may include the following categories:

- **Identifiers/Contact Information:** These include your name, postal and e-mail address, phone number, and unique identifiers that may identify your device or browser, but not you by name, such as your username, account number, and password.
- **Commercial Information**: Your purchase and usage history, goods and service preferences, and payment and billing information.
- Internet/Electronic Activity: Your IP address, web/app browsing and search history related to our Services, and information regarding your interaction(s) with the Services.
- **Geolocation:** Your device's GPS signal or information about nearby WiFi access points and cell towers.
- **Profile Inferences**: The inferences that we draw from your Personal Information and web activity to create a personalized profile so we can better identify goods and services that may be of interest.

We also work with various types of data that are de-identified or aggregated, and not reasonably capable of being associated with, or reasonably be linked, directly or indirectly, with you or your household. This data is not Personal Information.

Personal Information You Provide to Us. We collect Personal Information you give us when you use the Services. For example, we may ask for your name, e-mail address, year of birth, gender, street address, or mobile phone number when you: visit one of our restaurants, visit one of our websites or use one of our Services, create an account with us, buy a stored-value card in-restaurant or online, participate in a survey or promotion, or take advantage of our in-restaurant Wi-Fi service. We may collect payment information, such as your credit card

number, security code and expiration date, to process a financial transaction you have requested. We also may collect information about the products you buy, including where and how frequently you buy them, your use of coupons and stored-value cards, and the rewards you earn through our loyalty programs so that we can learn more about your interests and better serve you.

Personal Information Collected Automatically. In addition to the Personal Information you provide to us directly, we may automatically collect information about your use of the Services. For example, we may collect:

- Device information - such as your hardware model, IP address, other unique device identifiers, operating system version, and settings of the device you use to access the Services.
- Usage information - such as information about the Services you use, the time and duration of your use of the Services and other information about your interaction with content offered through a Service, and any information stored in cookies and similar technologies that we have set on your device.
- Location information - such as your computer's IP address, your mobile device's GPS signal or information about nearby WiFi access points and cell towers that may be transmitted to us when you use the Services.

Personal Information Collected From Third-Party Sources. We may acquire or receive Personal Information about you from publicly and commercially available sources, as permitted by law, which we may combine with other information we receive from or about you. For example, we may receive information about you from a social media site if you connect to the Services through that site.

Other Personal Information We Collect. We also may collect other information about you, your device, or your use of the Services in ways that we describe to you at the point of collection or otherwise with your consent.

Personal Information Storage. We will keep your Personal Information for as long as it is needed to fulfil the purposes for which it was collected and in order to comply with legal or regulatory requirements, resolve disputes, and enforce our agreements.

Combination of Information. We may combine the Personal Information we receive from and about you. We may also de-identify or aggregate information so it is no longer Personal Information.

2. How We Use Information

When You Register or Create an Account. If you choose to use certain features on the Services, you may need to register or create an account and provide Personal Information such as name, email address, location, year of birth and a username and password that you choose. We use this information to identify you and administer your account, including allowing you to login to, navigate, and use our Services and view your account activity.

To Facilitate Participation in Our Stored - Value Card Programs. If you purchase a stored-value card, we may also use your Personal Information, such as your name, payment details, and purchase history to operate and manage that card, which may include setting up automatic reload payments and providing online or in-restaurant balance inquiries. We may also use this information to develop and improve our product and service offerings and provide you with tailored offers and information.

To Provide and Manage the Products, Programs and Services You Request. We use information that we collect to process your purchases of products, enable you to participate in features provided by the Services and in-restaurant, administer and fulfill programs such as loyalty programs, provide you with tailored offers, and improve the Services that we provide to you. From time to time, we may offer you the ability to personalize our products and Services, such as by uploading a photo or other information.

To Respond to You. When you contact us, we may collect information that identifies you (such as your name, address and a phone number) along with additional information we need to help us promptly answer your question or respond to your comment. We retain this information to assist you in the future and to improve our customer service, products, Services, and promotions.

When you Make A Purchase. You do not have to provide any Personal Information when you purchase merchandise with cash at a restaurant. If you use a credit or debit card for your purchase, your debit or credit card-related information will be collected to process and administer your payment. When you make purchases through the online Services, we may collect information such as your name, email address, billing address, the email or mailing address for delivery (if applicable), phone number, and payment card information. This information is used to process, fulfill and deliver your order.

To Contact You. We may contact you with offers and information about the Services and our affiliates, including to inform you about our products, events, programs, promotions, and special offers that may be tailored to your interests. We may also contact you to inform you of changes to our Terms of Use, a program you participate in such as a loyalty program, or this Privacy Policy. You may opt out of receiving commercial messages (excluding transactional messages) from us by following the instructions contained in our electronic messages or by contacting us as set out below.

To Deliver Targeted Advertising. We may use your information, including your location information, and information regarding your participation in our loyalty programs and your

purchase habits, to facilitate the delivery of targeted, personalized ads, promotions, and offers to you, on behalf of ourselves, select business partners, and advertisers, on and off the Services. We may also use service providers and third-party companies to serve targeted ads to you on other platforms. For more information, see "Your Choices and Opt Out" below.

To Better Understand Our Customers and to Improve Our Services. In the course of providing the Services, we may collect information on our users' demographics, interests and behavior and analyze that data. We do this to better understand and serve our users, and to improve our products and Services.

When You Use a "Share with a Friend" or Similar Feature on the Services. The Services may offer a "share with a friend" or other similar feature which permits you to electronically send content from the Services to others by providing us with their contact information. Except where permitted by law, we do not use the contact information you provide when using this feature for other unrelated purposes without your consent or the consent of the recipient, as applicable. Please ensure that you only submit contact information for individuals you know and who would want to receive the content you share with them.

For Legal Compliance and Compliance with Our Terms. We may use your Personal Information to ensure legal compliance, and to prevent, detect, and fight fraud or other illegal or unauthorized activities, including to enforce this Privacy Policy and our terms.

Consent. We may otherwise use your information with your consent or at your direction.

3. Sharing of Information

The following provides information about entities with which we may share your Personal Information.

Affiliates. We may share information within our family of affiliated companies so that we may provide offers from those companies that may be relevant to you, better understand your preferences, and improve our Services.

Franchisees. We may share information with local owners of BURGER KING®, TIM HORTONS®, and POPEYES® restaurants, particularly when they will work with us in delivering Services to you. For example, local restaurants will implement delivery and take-away services that you may request through the Services. We also may provide our franchisees with information so that a local restaurant may provide you with offers and promotions that might interest you. Please refer to your local restaurant for information on how they treat your Personal Information.

Business Partners. We may also share your information with business partners to provide you with Services that you request. For example, if you sign up for a promotion offered on our Services that is sponsored or co-sponsored by another company, your information may be

shared with that sponsor. We are not responsible for the privacy practices of these entities and recommend you review their privacy policies carefully.

Service Providers. We may share information with companies providing services on our behalf, such as delivery services, hosting vendors, advertising service providers, data analytics companies, marketing service companies, and list managers. We also may share your information, including your payment information, as appropriate to process your payments for the Services or complete a transaction. Our service providers are not authorized to use or disclose Personal Information other than to perform services on our behalf.

Social Media Services. If you connect a social media account with the Services or engage with our services through a social media platform, we may share your information with that social media platform, and it may share information about you with us. We may use this information to personalize your experience on the Services, or to provide you with offers or other products or Services you may request. The information shared by or with the social media platform will be governed by the platform's privacy policy and your account settings on that platform. If you do not want your information shared in this way, do not connect your social media service account with the Services.

Third-Party Companies that Provide Content, Advertising, or Functionality. Some of the content, advertising, and functionality on our Services may be provided by third parties, such as our advertisers. These companies may collect or receive certain information about your use of the Services, including through the use of cookies, beacons, and similar technologies, and this information may be combined with information collected across different websites and online services in order to deliver ads that are more relevant to you, both on and off our Services.

When Required or Permitted by Law, or As Necessary to Protect Our Users and Services. We and our service providers may use and share your Personal Information as we believe is necessary or appropriate to protect, enforce, or defend the legal rights, privacy, safety, or property of us, our Services, our employees or agents or users, to detect, suppress or prevent fraud or other wrongdoing, or where otherwise required or permitted by law, including responding requests from public and government authorities.

Corporate Transactions. We reserve the right to transfer any information we have about you in the event that we sell or transfer all or a portion of our business or assets to a third party, such as in the event of a merger, acquisition, bankruptcy reorganization, or other change of ownership or control. If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use Personal Information provided through the Services in a manner that is consistent with this Privacy Policy.

With Your Consent or at Your Direction. In addition to the sharing described in this Privacy Policy, we may share information about you with third parties when you consent to or direct such sharing.

Aggregated Data. We also may provide aggregated information, and data with personal identifiers removed, to third parties to describe how our customers are using the Services.

4. Your Choices and Opt Out

Interest-Based Advertisements. We may use third parties to serve advertisements on our Services and on other websites and digital platforms. These companies may use cookies, web beacons or other technologies to report certain information about your visits to our Services and other websites in order to measure the effectiveness of our marketing campaigns and to deliver ads that are more relevant to you, both on and off our Services. We may also use services provided by service providers to serve targeted ads to you and others on such platforms.

To learn more about such interest-based advertising, please review the information below. Please note that even if you opt-out, you may still receive advertisements from us that are not customized based on your Usage Information.

To opt-out of such collection and use for online behavioral advertising by the Digital Advertising Alliance participating companies in the United States, please visit: www.aboutads.info/choices/ and www.aboutads.info/appchoices/.

To opt-out of such collection and use for online behavioral advertising by the Digital Advertising Alliance of Canada participating companies in Canada, please visit: https://youradchoices.ca/en/tools.

To opt-out from the use of information about your online activities for online behavioral advertising by NAI member companies, visit: www.networkadvertising.org/choices/.

Cookies and Beacons. We and other companies that provide advertising and other services on our Services may use cookies and beacons to facilitate administration and navigation, to better understand and improve our Services, to determine and improve the advertising shown to you here or elsewhere, and to provide you with a customized online experience.

“Cookies” are small files that are placed on your computer when you visit a website. Cookies may be used to store a unique identification number tied to your computer or device so that you can be recognized as the same user across one or more browsing sessions, and across one or more sites. If you wish to disable cookies, refer to your browser help menu to learn how to disable cookies. If you disable cookies, it may interfere with the functioning of the Services.

“Beacons” (or “pixels”) are technologies that communicate information from your device to a server. Beacons can be embedded in online content, videos, and emails, and can allow a server to read certain types of information from your device, know when you have viewed particular

content or a particular email message, determine the time and date on which you viewed the beacon, and the IP address of your device.

Beacons. We, along with third parties, also may use technologies called beacons (or "pixels") that communicate information from your device to a server. Beacons can be embedded in online content, videos, and emails, and can allow a server to read certain types of information from your device, know when you have viewed particular content or a particular email message, determine the time and date on which you viewed the beacon, and the IP address of your device. We and third parties use beacons for a variety of purposes, including to analyze the use of our Services and (in conjunction with cookies) to provide content and ads that are more relevant to you both on and off the Service.

Do Not Track. Some web browsers (including Safari, Internet Explorer, Edge, Firefox, and Chrome) incorporate a "Do Not Track" ("DNT") or similar feature that signals to websites that a user does not want to have their online activity and behavior tracked. Not all browsers offer a DNT option, and DNT signals are not yet uniform. Like many website operators, we do not respond to DNT requests or headers from some or all Internet browsers. We may use cookies or other technologies to deliver more relevant advertising and to link data collected across other computers or devices that you may use.

Manage Your Account. You may access, modify or delete your account on the settings or profile page, or by contacting the Privacy Officer at privacy@rbi.com with such written request. In addition, you may contact us at 1-866-394-2493 (United States) or 1-844-576-0546 (Canada) or by clicking on this link. Whichever way you elect to contact us, we may ask that you confirm and verify your identity.

Email Promotions. You may opt out of receiving commercial email, text message, and other electronic messages from us (excluding transactional messages) by following the instructions contained in those messages.

Your California Privacy Rights. As a California resident, you have certain rights over your Personal Information held by RBI and its affiliates under the California Consumer Privacy Act (the "CCPA").

Notice of Collection of Personal Information. We collect these categories of personal information when you interact with us: identifiers/contact information, commercial information, internet/electronic activity, geolocation, and inferences from the above. We have defined these categories in detail at the top of the policy.

We collect this information so that we can best serve you, including to fulfill your requests and purchases, to better understand you as a customer, and to share offers that we think you may be interested in. A more detailed description of these purposes is set forth in this Policy, including the privacy disclosures and rights below.

Categories of Personal Information Sold. In the last 12 months, we have sold the following categories of Personal Information, as such term is defined under the CCPA:

- Identifiers/Contact Information, sold to social media platforms;
- Commercial Information, sold to social media platforms, data analytics providers and business partners;
- Internet/Electronic Activity, sold to social media platforms, data analytics providers, online advertising platforms, and business partners;
- Geolocation Information, sold to data analytics providers and business partners;
- Inferences, sold to social media platforms, data analytics providers and business partners.

For additional information, please click here (or go to https://www.popeyes.com/ccpa-compliance). *Categories of Personal Information Disclosed.* In the last 12 months, we have disclosed the following categories of Personal Information for a business purpose (such as with our service providers who are restricted from using your Personal Information outside the scope of their services for us and maintain security measures to facilitate the privacy and security of Personal Information):

- Identifiers/Contact Information, disclosed to our affiliates, our franchisees, hosting vendors, payment processors, advertising, marketing, and promotional service providers, guest services providers, data analytics companies, social media platforms, list managers, delivery services, and service providers that help us facilitate data subject access requests;
- Commercial Information, disclosed to our affiliates, our franchisees, hosting vendors, payment processors, advertising, marketing, and promotional service providers, guest services providers, data analytics companies, social media platforms, list managers, and delivery services;
- Internet/Electronic Activity, disclosed to our affiliates, hosting vendors, advertising, marketing, and promotional service providers, data analytics companies, marketing service companies, and list managers;
- Geolocation Information, disclosed to our affiliates, hosting vendors, payment processors, advertising, marketing, and promotional service providers, guest services providers, data analytics companies, social media platforms, list managers, delivery services, and service providers that help us facilitate data subject access requests; and
- Inferences, disclosed to our affiliates, hosting vendors, advertising, marketing, and promotional service providers, data analytics companies, and list managers.

Access and Deletion Requests. California residents are entitled twice a year, free of charge, to request and obtain:

- the categories and specific pieces of Personal Information that we collected about you in the preceding 12 months, the business purpose for such collection, and corresponding categories of sources from which we collected the information;
- the categories of Personal Information, and the categories of third parties to whom we disclosed your Personal Information in the preceding 12 months, and the business or commercial purpose for such disclosure; and
- the categories of Personal Information and the categories of third parties to whom we sold your Personal Information in the preceding 12 months, and the commercial purpose for such sale.

You may also request that we delete any Personal Information that we have collected from or about you. Note that there are some reasons we will not be able to fully address your request, such as if we need to complete a transaction for you, to detect and protect against fraudulent and illegal activity, to exercise our rights, for our internal purposes, or to comply with a legal obligation.

Requests to exercise the above-described rights should be directed to privacy@RBI.com. In addition, you may contact us at 1-866-394-2493 (United States) or by clicking on this link. Whichever way you elect to contact us, we may ask that you confirm and verify your identity before we can respond to your requests. We value your privacy and will not discriminate in response to your exercise of your privacy rights. We will confirm receipt of your request within 10 business days and will respond to your request within 45 calendar days, after proper verification, unless we need additional time, in which case we will let you know.

Opt-Out Requests. To opt out of the sale of your Personal Information, please click on the Do Not Sell My Personal Data link on our website footer or provided here. We will comply with your opt-out request within 15 business days.

Agent Requests. You may authorize someone to make a privacy rights request on your behalf (an authorized agent). Authorized agents will need to demonstrate that you've authorized them to act on your behalf, and that they are registered with the California Secretary of State to conduct business in California, or must demonstrate they have power of attorney pursuant to applicable probate law. We retain the right to request confirmation directly from you confirming that the agent is authorized to make such a request, or to request additional information to confirm the agent's identity. An authorized agent is prohibited from using a consumer's Personal Information, or any information collected from or about the consumer, for any purpose other than to fulfill the consumer's requests, for verification, or for fraud prevention.

5. Data Security

We have in place generally-accepted, industry standard physical, electronic and managerial procedures to protect Personal Information in our custody and control against loss, theft and

unauthorized access, use, modification and disclosure. However, no security system is impenetrable. We cannot guarantee the security of our Services, nor can we guarantee that the information you provide will not be intercepted while being transmitted to us over the Internet. You use the Services and provide us with your Personal Information at your own risk. If we share information with a third party, we shall use reasonable efforts to ensure that they keep the information secure and only use the information consistent with the terms of this Privacy Policy.

6. Other Important Information

Children's Privacy. We do not knowingly collect any Personal Information from children under the age of 13 without parental consent, unless permitted by law. If we learn that a child under the age of 13 has provided us with Personal Information, we will use reasonable efforts to delete it in accordance with applicable law.

Links to Third-Party Sites. Our Services may link to third-party websites and services that we do not operate and are outside of our control. We are not responsible for the security or privacy of any information collected by other websites or other services. Please exercise caution and review the privacy statements applicable to the third-party websites and services you use.

International Transfers. The Services are headquartered in the United States. Please be aware that information you provide to us or that we obtain as a result of your use of the Services may be collected in your country and subsequently transferred to, maintained and processed in the United States or another country by us or our service providers for the purposes mentioned above in accordance with applicable law. The privacy laws of these countries may not always offer the same level of protection as in your country. By using the Services, you consent to the collection, international transfer, storage, and processing of your information in the United States.

Changes to Our Privacy Policy. We may modify this Privacy Policy from time to time. Such changes will be posted to this page. We will notify you of material changes by appropriate means. Any changes to the Privacy Policy will become effective and will supersede all previous terms as of the Effective Date. Your use of the Services following such a change indicates your acceptance of the revised Privacy Policy.

Questions. Please contact our Privacy Officer at privacy@rbi.com with any questions or concerns about this Privacy Policy or the manner in which we treat your Personal Information. In addition, you may contact us at 1-866-394-2493 (United States) or 1-844-576-0546 (Canada) or by clicking on this link. Whichever way you elect to contact us, we may ask that you confirm and verify your identity.