

On-Line Privacy Policy of Cinnabon

Collecting Information from You. Cinnabon feels it is important that you understand the type of information that we may collect from you as a result of your use of our website, as well as how that information is used, disclosed and protected. This policy describes how such information is collected and how we use that information. This privacy policy applies only to information collected through our website and not to information collected offline.

Participating in On-line Activities. We may collect personal information from you if you participate in one or more of activities offered on our website, such as

- Entering our on-line surveys
- Participating in an on-line contest or sweepstakes
- Sending comments or questions via email
- Requesting support or information via email
- Applying on-line for job positions
- Subscribing to mailings or notices concerning Cinnabon or its products and services

In each of these instances, we may ask for your name and e-mail address, as well as other relevant personal information. Unless otherwise noted in the applicable section of the Website, your participation in any surveys, contests, sweepstakes, subscriptions or other on-line activities is completely optional.

Use of Information. Cinnabon does not sell personal information to third parties. The information collected is used to administer surveys and contests, to notify contest winners, to respond to inquiries, to process orders, and to provide service to you. We may disclose personal information to our website hosting company and other parties who assist us in operating our website, conducting our business, or servicing you. We may also release personal information when we believe it is appropriate to comply with the law, to enforce our website policies or to protect the rights of Cinnabon or others.

Use of "Cookies" and IP Addresses. Cookies are small files that our website or the hosting service for our website transfers to your computer through your web browser (if you allow) that enables the website's or our website hosting service's systems to recognize your browser and remember certain information. For instance, we use cookies to help us remember and process items that you have ordered. They are also used to help us understand your preferences based on previous or current website activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about website traffic and website interaction so that we can offer better website experiences and features in the future. In addition, for administrative purposes, we collect IP addresses so that we can count the total number of visits on our website. We do not use these IP addresses to associate personal identification or contact information with you.

Changing Your Information. At any time, you may change any information you have submitted to Cinnabon and may direct that we delete the information already provided by you. Cinnabon will honor any such requests and we will use reasonable efforts to promptly remove such information. However, due to email production schedules, you may receive emails already in production before your information is actually deleted. To contact us to change your information, please send us your request with a clear explanation of changes by one of the following methods: (i) send us an e-mail at Customer Service, or (ii) write to us at Cinnabon,

Suite 200, 200 Glenridge Point Parkway, Atlanta, Georgia 30342 Attention: Online Change Request.

Security. Cinnabon has in place a variety of safeguards, both physical and electronic, to guard your personal information. We use security applications and other tools and techniques to protect against unauthorized access to our systems.

Third Party Links. In an attempt to provide you with increased value, we may include third party links on our website. These linked websites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked websites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these linked sites (including if a specific link does not work).

Changes To Our Policy. If we decide to change our privacy policy, we will post those changes on this page. Privacy policy changes will apply only to information collected after the date of the change.