

Website & Marketing Privacy Policy

Sep 30, 2026 · @Jeff

1. Who we are and what this policy covers

Effective date: September 30, 2026

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Block Party Social ("we," "us" or "our") operates www.blockpartysocial.com (the "Sites"). This Privacy Policy explains what personal information we collect, how we use and share it, and the choices and rights you have.

This policy applies to information collected through our Sites, online ordering, reservations, email and text messages, loyalty programs, phone calls to our restaurants, and other marketing (together, the "Services"). It does not apply to information collected by third-party sites or apps we link to.

Our website platform. Our Sites are hosted and operated with Popmenu, a restaurant technology provider. Popmenu processes guest information on our behalf to run our Sites, menus, ordering and marketing. If you create a Popmenu account (for example, to follow dishes or leave reviews across restaurants), Popmenu's own privacy policy also applies to that account. It is available on Popmenu's website.

By using the Services, you acknowledge the practices described in this policy. If you do not agree, please do not use the Services.

2. Information we collect

We collect only what we need to serve you, fulfill orders and communicate with you.

Category	Examples	Source
Identifiers and contact info	Name, email, phone number, mailing or delivery address	You
Order and transaction info	Items ordered, order history, pickup/delivery details, tips, gift card purchases	You

Category	Examples	Source
Payment info	Card details, handled by our payment processor; we do not store full card numbers	You, via processor
Reservations and preferences	Party size, dates, special occasions, seating and dietary notes	You
Marketing preferences	Email and text subscriptions, loyalty membership, birthday (month/day)	You
Reviews and content	Dish reviews, ratings, photos, survey answers, messages	You
Phone call info	Caller phone number, call time, and recordings or transcripts if you call a restaurant line answered by our automated system	You, automatically
Device and usage info	IP address, browser, device type, pages viewed, links clicked, referring site, approximate location from IP	Automatically (cookies and similar tools)
Email and text engagement	Whether you opened an email or clicked a link	Automatically
Information from others	Reviews and profile info from Google, Yelp or Facebook; order info from delivery partners; ad and analytics data from partners	Third parties

Allergy and dietary information. If you tell us about a food allergy or dietary restriction, we use it only to prepare your order or reservation safely. We do not use it for marketing, and we do not sell or share it. In some states this may be considered health or sensitive information, and we treat it that way.

We do not knowingly collect Social Security numbers, government IDs, precise geolocation, or biometric information through the Sites.

3. How we use your information

We use personal information to:

- Process and fulfill orders, reservations, catering requests and gift cards
- Communicate with you about your orders, reservations and questions
- Send marketing emails and texts you have agreed to receive, including specials, events and offers
- Run loyalty programs, promotions and birthday rewards
- Publish and moderate reviews you choose to submit
- Answer phone calls, including through automated answering, and send you links you request
- Understand how our Sites are used and improve our menu, Sites and service
- Show you relevant ads on other sites and measure ad performance (see Section 4)
- Detect, prevent and respond to fraud, abuse, security incidents and illegal activity
- Comply with law, enforce our terms, and protect our rights and those of our guests and staff

We may also create aggregated or de-identified information that cannot reasonably identify you. We will not attempt to re-identify it.

Legal bases (visitors in the EU/UK). Where GDPR applies, we rely on: performing a contract with you (orders, reservations); your consent (marketing, non-essential cookies); our legitimate interests (site improvement, security, fraud prevention), balanced against your rights; and legal obligations. You may withdraw consent at any time.

4. Cookies, tracking and advertising

We and our partners use cookies, pixels, tags and similar technologies on the Sites. They fall into three groups:

- **Essential:** needed for the Sites to work, such as keeping items in your cart and securing checkout. These cannot be turned off.
- **Analytics:** help us understand visits and improve the Sites (such as Google Analytics).
- **Advertising:** let partners such as Meta and Google show you our ads on other sites and measure results. This may be considered "sharing" for cross-context behavioral advertising, or "targeted advertising," under some state laws.

Your choices.

- **Opt out of sale, sharing and targeted ads:** email us at the address in Section 10 with "Do Not Sell or Share" in the subject line. We will stop within 15 business days.
- **Global Privacy Control (GPC):** where required by law, we treat a GPC signal from your browser as a valid opt-out for that browser.
- **Browser settings:** you can block or delete cookies. Some features, such as online ordering, may not work without essential cookies.
- **Industry tools:** you can opt out of interest-based ads from many companies at optout.aboutads.info and optout.networkadvertising.org, and through Google's [Ad Settings](#).

Our Sites do not respond to legacy "Do Not Track" browser signals because no common standard exists; we do honor GPC as described above.

5. Email, text messages and phone calls

Email. If you subscribe, place an order, or join our loyalty program, we may send you marketing emails. Every marketing email includes an unsubscribe link, and we process requests within 10 business days. We will still send transactional messages, such as order confirmations.

Text messages (SMS/MMS). We send marketing texts only to people who have given express written consent, for example by checking a box or texting a keyword. Consent is not a condition of any purchase. Message frequency varies. Message and data rates may apply. Reply **STOP** to cancel at any time, or **HELP** for help. Carriers are not liable for delayed or undelivered messages.

We do not sell, rent or share your mobile number or text-messaging consent with third parties or affiliates for their own marketing. We share it only with the service providers that deliver our messages.

Phone calls. Calls to our restaurants may be answered by an automated or AI-assisted system provided by our vendor. Calls may be recorded or transcribed to improve accuracy and service. Where the law requires, we tell callers at the start of the call. If you ask during a call, we may text you a link to order or reserve; that is a one-time text, not a marketing subscription.

6. How we share information

We do not sell your personal information for money. We share it only as described below:

- **Service providers** that work on our behalf under contracts limiting their use of your data, including our website and marketing platform (Popmenu), payment processors, email and text delivery services, hosting, and customer support tools.
- **Delivery and ordering partners** when you choose delivery, so they can complete your order.
- **Advertising and analytics partners** through cookies and pixels, as described in Section 4. Under some state laws this may count as a "sale" or "sharing"; you can opt out at any time.
- **Review platforms**, if you choose to post a review publicly.
- **Our affiliates** (such as other locations under common ownership), which will handle your information consistently with this policy.
- **Legal and safety reasons**, when we believe in good faith that disclosure is needed to comply with law, legal process or government requests, to protect rights, property or safety, or to prevent fraud.
- **Business transfers**, such as a merger, sale of a location, or sale of assets, subject to this policy's protections.
- **With your consent** or at your direction.

In the past 12 months, we have disclosed the categories of information in Section 2 to the categories of recipients above for the business purposes in Section 3.

7. Reviews, content you post and AI tools

Reviews, ratings, photos and comments you submit may be shown publicly on our Sites along with your first name or display name. Do not include personal details you don't want others to see. We may moderate, decline to publish, or remove content at our discretion. By posting, you grant us a non-exclusive, royalty-free license to display and use that content to promote our restaurants. We may also display reviews you posted publicly on third-party sites such as Google, Yelp or Facebook.

Automated and AI tools. Some of our Services use automated or AI-assisted tools provided by our vendors, such as answering phone calls, suggesting marketing content, and summarizing guest feedback. These tools help our team; they do not make decisions about you that have legal or similarly significant effects. Staff review marketing before it is sent. We do not allow our vendors to use your personal information to train general-purpose AI models for their own purposes, except as described in their agreements with us and permitted by law.

8. Retention, security and children

How long we keep information. We keep personal information only as long as needed for the purposes in this policy, then delete or de-identify it:

Information	Kept for
Order and transaction records	7 years, for tax and accounting
Marketing contact info	Until you unsubscribe, plus a suppression record so we don't contact you again
Loyalty account	While active, then up to 24 months after last activity
Call recordings and transcripts	Up to 12 months
Website analytics	Up to 26 months
Reviews	Until removed by you or us

Security. We protect personal information with reasonable safeguards, including limiting staff access to those who need it, strong passwords and account controls, encrypted connections (HTTPS) on our Sites, and choosing vendors with appropriate security practices. Card payments are handled by our payment processor under PCI DSS standards, so we do not store full card numbers. No system is perfectly secure, and we cannot guarantee the security of information sent over the internet. If a breach affects your personal information, we will notify you as required by law.

Children. Our Sites are for a general audience and are not directed to children under 13 (or under 16 where local law sets a higher age). We do not knowingly collect their personal information or sell or share information of anyone under 16. If you believe a child has given us information, contact us and we will delete it.

9. Your privacy rights

Depending on where you live, including California, Colorado, Connecticut, Virginia, Texas, Oregon and other states with consumer privacy laws, and the EU/UK, you may have the right to:

- **Know and access** the personal information we hold about you, and get a portable copy
- **Correct** inaccurate information

- **Delete** your information, subject to legal exceptions
- **Opt out** of the sale or sharing of your information, targeted advertising, and profiling that has legal or similarly significant effects
- **Limit** the use of sensitive information (we use it only as described in Section 2)
- **Withdraw consent** or object to processing, where applicable
- **Not be discriminated against** for exercising your rights. We will not deny service or charge different prices because you used a right. Loyalty rewards that depend on your information are explained in the program terms.

How to make a request. Email jeffreyharris2003@gmail.com, call us at (603) 621-5150, or write to us at the address in Section 10. To protect you, we will verify your identity by matching information you provide (such as your email and phone number) with our records. We respond within 45 days, and may extend once by 45 days where the law allows, telling you why.

Authorized agents. You may use an authorized agent. We may require signed permission and verify your identity directly.

Appeals. If we deny your request, you may appeal by replying to our decision or emailing jeffreyharris2003@gmail.com with "Appeal" in the subject line. We will respond within the time the law requires. If you disagree with the outcome, you may contact your state Attorney General.

California residents. In the preceding 12 months we collected the categories in Section 2, from the sources listed there, for the purposes in Section 3, and disclosed them as described in Section 6. We do not sell personal information for money. However, the advertising and analytics cookies described in Section 4 may count as "selling" or "sharing" identifiers and internet activity under California law. You can opt out at any time as described in Section 4. We do not sell or share information of anyone we know is under 16. California's "Shine the Light" law lets residents ask whether we disclosed information to third parties for their direct marketing; we do not.

Nevada residents. We do not sell covered information as defined by Nevada law. You may still submit an opt-out request to the email above.

10. International visitors, links, changes and contact

International visitors. We are based in the United States, and our service providers process information in the U.S. If you visit from outside the U.S., your information will be transferred to and processed in the U.S., where privacy laws may differ from your

country's. Where required, we rely on appropriate safeguards such as Standard Contractual Clauses. EU/UK residents may also complain to their local data protection authority.

Third-party links. Our Sites may link to delivery apps, reservation services, social media and review sites. Their privacy practices are governed by their own policies, not this one.

Changes to this policy. We may update this policy from time to time. We will post the new version here and change the "Last updated" date. If we make material changes to how we use information we already hold, we will give you notice and, where required, ask for your consent.

Contact us.

Block Party Social

Attn: Privacy

51 Zapora Dr, Hooksett, NH 03106

Email: jeffreyharris2003@gmail.com

Phone: (603) 621-5150