

Public School Privacy Policy

Effective Date: November 7, 2012

Public School, a division of Grill Concepts, Inc. (the “Company”) recognizes and respects the privacy of visitors to this Site and has created this Privacy Policy to demonstrate our commitment to your privacy. We are committed to providing you with services that you are confident in using. We want you to be fully informed about the information that we collect, why we collect it, and with whom we share it. It is our hope that, after reading this notice, you will understand our commitment to privacy and be confident that we will use your information responsibly. **By accessing this Site or otherwise using the Company’s services, you are accepting the practices described in this Privacy Policy.**

This Privacy Policy will change from time to time to reflect changes in how we do business and changes in services available to you through our Site. When we update our Privacy Policy we will post a new Effective Date at the top of the policy. You may access the most recent policy by clicking on the “Privacy Policy” link on our home page. We encourage you to check our privacy policy from time to time.

INFORMATION WE COLLECT

We collect and use information about you where we reasonably believe it will help us administer our business or provide products, services or other opportunities to you. Among other things, we use the information we learn about you to help us personalize and improve the experience you have with us, to respond to your requests and to communicate with you. The types of information we collect, retain and use include the following:

Site Use Information: You are free to visit parts of our Site anonymously (without telling us who you are or revealing any information about yourself), but if you choose to make a purchase at our Store or submit information to join our team you may be required to register as described below.

We gather usage information while you use the Site and transfer the information to our servers as frequently as nightly. Our web servers track and collect the visitor’s domain name and IP address, but not the email address. This information is aggregated to measure the number of visits, average time spent on the Site, pages viewed, the items you may have purchased or bid on, and so on. The Company may use this information (“Site Usage Information”) to measure the use of our Site and to improve the content of our Site. We may share with third parties such as marketing or service providers experiential information or other data which does not personally identify you or other users of our

Site. This might include product or service preferences of all visitors to our Site, for example.

The Company does not collect any other information about you on line which would personally identify you other than the Personally Identifiable Information described below.

Cookies: Like many web sites we use “cookies” to identify your computer and to enable us to remember your password, to help us identify the portions of our Site that may be the most relevant for your needs, and to help us identify other products or services that may be of interest to you or others. A cookie is a small piece of information that a web site can store on your web browser and then retrieve at a later time. We use cookies to track the portions of our Site you visit. However, we do not use cookies to examine your surfing behavior before or after you leave our Site. There are products commercially available that are designed to help you disable cookies. Although we want you to be aware that such products exist, please note that if you choose to use them we will not be able to provide you with a personalized service, and it may result in certain features and services not being available to you.

Personally Identifiable Information: The Company collects certain information from you if you choose to submit it on our Site or if you send us an email or make a purchase from us on line (“Personally Identifiable Information”). This information helps us to identify you and to personalize our services to you.

Email: We welcome you to join our email list by submitting your name, address, email address and closest restaurant location. If you send us an inquiry or request by e-mail, we will retain your e-mail address after we respond to your request or inquiry. We may use your e-mail address to contact you in the future with product or service information which we believe may be of interest to you. If you use our “Email a Friend” feature, we collect your name and email address and your friend’s email address. We use your friend’s email address to send a one-time message from you and thereafter do not retain the address.

Credit Card Information: If you make a purchase on our Site we will ask you for credit card information in addition to the Registration Information. This will include the credit card number and expiration date, billing address and name on the account (“Credit Card Information”). The Company does not keep your Credit Card Information on file for your security. You will need to re-enter your Credit Card Information each time you make a purchase.

Join Our Team. You may look for job openings and submit your job application using the openhire.com service on our Site. We collect information through your application including work authorization status, education, employment history, gender, ethnicity, military and disability status in addition to your Personally Identifiable

Information. Access to this feature is limited to registered users who must use their email address and a password to enter. When you provide information on Openhire.com you are submitting the information under Openhire.com's own privacy policy. Openhire.com is not owned or controlled by Grill Concepts, Inc. and their privacy policy may differ from ours. We encourage you to read their privacy policy before providing information.

Reservations. You may make reservations at many of our restaurants using a third party reservation service on our Site. These services may require you to provide your name, telephone number and email address when you make a reservation. When you provide information in this way you are submitting the information under the privacy policy of that third party service, which is not owned or controlled by Grill Concepts, Inc. and their privacy policy may differ from ours. We encourage you to read their privacy policy before providing information.

DISCLOSURE OF INFORMATION WE COLLECT

Sharing Non-Personally Identifiable Information. We may share with third parties information, including Site Usage Information, which is based on our experiential or other data which does not personally identify any of our users. We may share this non-personally identifiable information with our agents, outside vendors or third parties who perform functions on our behalf (such as providing marketing or customer assistance).

Sharing Personally Identifiable Information. We are not in the business of selling, renting or sharing your Personally Identifiable Information to or with others, but we may share your information with our affiliated companies. We do not reveal Personally Identifiable Information about you to unaffiliated third parties, unless: (1) you request or authorize it; (2) the information is provided to help complete a transaction for you; (3) the information is provided to comply with the law, applicable regulations, court orders, subpoenas, or requests from governmental entities, to enforce our Terms of Use or other agreements, or to protect our rights, property or safety or the rights, property or safety of our users or others (e.g., to a consumer reporting agency for fraud protection etc.); (4) the disclosure is done as part of a purchase, transfer or sale of services or assets (e.g., in the event that substantially all of our assets are acquired by another party, customer information may be one of the transferred assets); or (5) the information is provided to our agents, outside vendors or service providers to perform functions on our behalf (e.g., analyzing data, providing marketing assistance, providing customer service, providing employment assistance, etc.).

CHILD PRIVACY

Because of the nature of our business, our products and services are not designed to appeal to minors, and therefore we do not knowingly attempt to solicit or receive any information from children. Our terms and conditions of use require that any registration may only be made by those over the age of 18 and that any product or service purchases

may only be made by those over the age of 18. By using our services, you are representing that you are an adult (at least 18 years of age) or have the permission from a parent or legal guardian to use our service. If we have reason to believe that information is being provided by a child under the age of 18, the Company will not collect the information without parental consent or parent notification, which will include the opportunity for the parent to prevent the use of the information or to prevent the child's participation in the activity. Without parental consent, online information will only be used to respond to an unsolicited request and for no other purposes. We recognize that protecting children's identities and privacy online is important and that the responsibility to do so rests with both the online industry and with parents.

We encourage parents or guardians to monitor the use of this Site by children to insure that they are not exposed to material that the parent or guardian may find objectionable. Parents are also encouraged to use parental control capabilities within their internet software to assist in their efforts to limit access to certain sites.

SECURITY AND ACCESS TO YOUR INFORMATION

Security. We maintain procedures to help prevent unauthorized access to confidential information about you. Our Site uses Secure Sockets Layer (SSL) technology to protect your Personally Identifiable Information. As long as the web browser you are using supports SSL, your information will be submitted to us with a high level of security.

We have procedures limiting employee access to Personally Identifiable Information to those employees who have a business reason to know such information about you. We train our employees about the importance of confidentiality and maintaining the security of your information. We take appropriate disciplinary measures to enforce our employee's privacy responsibilities.

While we take reasonable measures to prevent the loss or misuse of the information that you provide to us, including but not limited to, your Personally Identifiable Information, the transmission of data over the internet is not 100% secure due to factors beyond our control. Therefore we cannot guarantee that your Personally Identifiable Information or any other information collected by us will be completely secure from misappropriation by hackers or other third parties or from other criminal activities.

Your California Privacy Rights. The Company may send marketing offers on behalf of other businesses, our affiliates and ourselves to you from time to time, but we do not give unaffiliated third party businesses your Personally Identifiable Information except as described in our Privacy Policy. For inquiries regarding our privacy practices and your California privacy rights, please contact us at the information provided below.

TERMS OF USE, NOTICES AND CHANGES TO THIS PRIVACY POLICY

As our business changes from time to time, this Privacy Policy and the Terms of Use are expected to change from time to time, and we reserve the right to change the Privacy Policy and Terms of Use at any time. The use of your information is subject to the Privacy Policy and Terms of Use in effect at the time of use. The provisions contained herein supersede all previous notices or statements regarding our privacy practices. We may post any changes to the Privacy Policy and the Terms of Use on our Site. We encourage you to check our Site frequently to see the current Policy in effect and any changes that may have been made to it.

By choosing to visit our Site you agree that any dispute over privacy or the terms contained in this Privacy Policy, our Terms of Use (incorporated herein by reference) or any other agreement we have with you, will be governed by the law of the State of California. In the event of any conflict between the terms and conditions of this Privacy Policy and the Terms of Use, then the Terms of Use shall control. ***You also agree to arbitrate such disputes and to abide by any limitation on damages contained in our Terms of Use or other agreement we have with you.***

WE WELCOME YOUR QUESTIONS AND COMMENTS

If you have any questions about this Privacy Policy, or if you believe that we have not adhered to this Privacy Policy, please contact the Company at HYPERLINK "mailto:info@thegrill.com" info@thegrill.com or write to us at Grill Concepts, Inc., 6300 Canoga Avenue, Suite 600, Woodland Hills, California 91367. Tel: (818) 251-7000 FAX: (818) 999-GRIL.

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