

Supplemental Privacy Policy - Wendy's Advisors Panel

Welcome. This Supplemental Privacy Policy - Wendy's Advisors Panel (“Advisors Panel Policy”) supplements the [Privacy Policy](#) for wendys.com (“Site”) and applies to your use of the Wendy's Advisors Panel site, notwithstanding any terms or policies of our service provider, Vision Critical Communications (US) Inc.

This Advisors Panel Policy is part our [Privacy Policy](#) and our [Terms of Use](#), which are incorporated herein. Any terms used but not defined in this Advisors Panel Policy are defined in those documents. **APPLYING TO BECOME A PARTICIPANT OR PARTICIPATING IN WENDY'S ADVISORS PANEL, INCLUDING COMPLETING SCREENING QUESTIONS, SURVEYS OR QUESTIONNAIRES WILL BE YOUR CONSENT TO OUR TERMS OF USE, INCLUDING OUR PRIVACY POLICY AND THIS SUPPLEMENTAL POLICY, ALL AS AMENDED FROM TIME TO TIME.**

Confidentiality of Information Disclosed on Wendy’s Advisors Panel Site. Any and all information disclosed by Wendy’s to you in connection with your participation on the Wendy’s Advisors Panel, whether disclosed in writing, orally, visually or by samples, is considered confidential information of Wendy’s (collectively “Confidential Information”). Confidential Information also includes information of Wendy’s which gives it an advantage over competitors who do not know or use such information. By participating in Wendy’s Advisor’s Panel, you agree not to disclose to others Confidential Information without Wendy’s prior written consent. In addition, the Advisors Panel site and all (without limitation) text, design graphics, images, sound files, animation, video, interfaces, code, and the selection and arrangement thereof appearing or included from time to time on the Advisors Panel site (collectively “Content”) is protected by trademark, copyright and other laws and contracts. The Content may not be copied, distributed, republished, uploaded, downloaded, posted or transmitted in any way without Wendy’s prior written consent.

Information That We Collect in Wendy’s Advisors Panel. If you have joined the Wendy's Advisors Panel, we will use the information provided to contact you about surveys in which we would seek your participation. When you respond to screening questions, surveys, or questionnaires we will collect personal information, including but not limited to: email address, gender, ethnic background, age range, marital status, number of people in household, age of children in household, education level, household income, state of residence and other information that may be in the questionnaire. If you have joined the Wendy’s Advisors Panel you may also be invited to join discussions and respond to questions in on-line forums. Information you provide in such forums is up to your good judgment, e.g., do not provide personal information about yourself that could be misused by others in a chat room, blog or similar forum and do not provide personal information or share photos of others without their permission.

How We Use Information Collected in Wendy’s Advisors Panel. We are the sole owner of information collected on the Wendy's Advisors Panel portal and we use your information within the Wendy’s Organization. The Wendy’s organization includes Wendy’s International, LLC, our subsidiaries, affiliates and franchisees. We may also

share information with companies that provide support services to us. These companies may need information about you in order to perform their functions. These companies are not authorized to use the information we share with them for any other purpose. Additionally, we may send you surveys or solicit feedback about new products or service offerings.

Security. We store data you provide when you apply to become a panelist and data associated with your panel participation on a site provided by Vision Critical Communications (US) Inc. (or its service providers). The data is not encrypted but the service provider has agreed to provide a commercially reasonable level of security. This Supplemental Privacy Policy is not a promise that your information will never be disclosed except as provided herein. As you probably know, information can sometimes be intercepted or accessed in violation of law, contract or policy and technologies don't always work as anticipated.