Privacy Policy

Secretos de mis Abuelos | Secretos Homestead, LLC

Effective Date: January 01, 2026

1. Introduction

Secretos Homestead, LLC, doing business as Secretos de mis Abuelos ("Secretos," "we," "us," or "our"), respects your privacy and is committed to protecting personal information collected through our website, https://www.secretospgh.com, and related restaurant services.

This Privacy Policy explains how we collect, use, disclose, and protect information when customers visit our website, place orders, submit catering inquiries, apply for employment, or interact with our marketing programs.

2. Information We Collect

We may collect the following categories of information:

Personal and Customer Information

- Names, email addresses, and telephone numbers.
- Order history, food selections, and transaction details.
- Billing, delivery, and contact information.
- Catering requests and event information.
- Employment application information.
- Marketing subscriptions and communication preferences.
- Customer feedback and correspondence.

Automatically Collected Information

Our website and technology providers may collect:

- IP addresses and approximate geographic locations.
- Device, browser, and operating system information.
- Website visits, interactions, and referral sources.
- Advertising conversion events.
- Cookies and similar tracking identifiers.

Payment Information

Payment processing may be handled through Toast or other authorized payment providers. Payment information submitted directly to these providers is subject to their applicable privacy and security practices.

We do not generally store complete payment card numbers through our website inquiry forms.

3. How We Use Information

We use personal information to:

- Process restaurant orders and payments.
- Respond to catering inquiries and customer requests.
- Provide customer service.
- Process employment inquiries.
- Send restaurant promotions and marketing communications where permitted by law.
- Personalize promotional offers based on customer purchasing activity.
- Analyze website traffic through Google Analytics.
- Measure advertising effectiveness through Google Ads conversion tracking.
- Improve restaurant services and website functionality.
- Maintain business records and comply with legal obligations.
- Protect against fraud and unauthorized activity.

4. Toast Online Ordering and Marketing

Secretos uses Toast for restaurant ordering, transaction management, and customer marketing services.

Customer information collected through Toast may include names, email addresses, telephone numbers, order details, transaction history, and communication preferences.

Toast Marketing

We use Toast Marketing to manage promotional email campaigns and customer communications.

Where permitted by applicable law and customer preferences, information collected through Toast may be used to send:

- Restaurant specials and promotional discounts.
- New menu announcements.
- Catering offers and event promotions.
- Holiday specials and restaurant updates.
- Customer loyalty and appreciation promotions.
- Personalized offers informed by previous purchases or restaurant visits.

Toast Marketing may use customer ordering history, purchasing frequency, and other restaurant interactions to organize marketing audiences and deliver relevant promotional messages.

Email Marketing Opt-Out

Customers may unsubscribe from promotional emails at any time using the unsubscribe link provided in the email.

Customers may also contact SecretosHomestead@gmail.com for assistance with marketing preferences.

Unsubscribing from promotional emails does not prevent necessary transactional communications, including order confirmations, payment receipts, and customer service responses.

For more information about Toast's privacy practices, visit:

https://pos.toasttab.com/privacy

5. Google Analytics and Google Ads

Our website uses Google Analytics and Google Ads conversion tracking to understand website activity and evaluate the performance of our advertising campaigns.

These services may collect website usage information, advertising interactions, device information, cookies, and conversion activity.

We may use this information to improve website performance, evaluate advertising campaigns, and understand how visitors interact with our services.

Depending on our advertising configurations, certain technologies may also support advertising personalization.

Visitors can learn more about Google's privacy practices at:

https://policies.google.com/privacy

Google advertising preferences can be managed at:

https://myadcenter.google.com/

Where required by applicable law, we will obtain consent or provide appropriate privacy choices for tracking technologies.

6. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to support essential website functions, analyze traffic, remember preferences, and measure advertising effectiveness.

Cookies may be placed by our website platform, Google, and other service providers.

Visitors may control or delete certain cookies through browser settings. Restricting cookies may affect some website features.

7. Sharing Information With Service Providers

We may disclose information to service providers assisting with restaurant and website operations, including:

- **Toast:** Online ordering, payments, customer records, and marketing.
- **Wix:** Website hosting and related functionality.
- **Google:** Website analytics and advertising measurement.
- **Delivery and fulfillment providers:** Completing customer orders.
- **Other business providers:** Technical support, security, professional services, and operational assistance.

We do not sell customer email lists for money to unrelated third parties.

Certain advertising or analytics disclosures may be considered sharing, targeted advertising, or a sale of personal information under applicable privacy laws. Where required, we will provide appropriate notices and opt-out mechanisms.

Information may also be disclosed when legally required or reasonably necessary to protect our business, customers, or legal rights.

8. Third-Party Websites

Our website may link to external ordering platforms, delivery services, social media websites, and other third-party services.

These providers operate under their own privacy policies. We encourage customers to review applicable third-party policies before providing personal information.

9. Data Security

We take reasonable administrative, technical, and organizational measures designed to protect personal information from unauthorized access, misuse, loss, or disclosure.

However, no electronic transmission or storage system can guarantee complete security.

10. Data Retention

We retain information as reasonably necessary for customer services, restaurant operations, marketing programs, accounting, legal compliance, and dispute resolution.

We may retain limited records of marketing unsubscribe requests to ensure customers do not receive further promotional communications contrary to their preferences.

11. Privacy Rights and Choices

Depending on applicable law, customers may have rights to request access to, correction of, or deletion of certain personal information.

Customers may also unsubscribe from promotional communications and manage certain advertising or cookie preferences.

Requests can be submitted to SecretosHomestead@gmail.com.

We will respond as required by applicable law, subject to applicable exceptions and recordkeeping obligations.

12. Children's Privacy

Our website is not directed toward children under 13.

We do not knowingly collect personal information from children under 13 without required parental consent. If we become aware of such collection, we will take appropriate steps to delete the information.

13. International Visitors

Our business operates in Pennsylvania, United States.

Personal information may be processed in the United States or other locations where our technology providers operate, subject to applicable legal requirements.

14. Changes to This Policy

We may update this Privacy Policy as our services, marketing practices, technology providers, or legal obligations change.

Updates will be posted on this page with a revised effective date.

15. Contact Information

For questions about this Privacy Policy or our handling of personal information, contact:

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