

Pizza Hut and Our Tracking Tools

<p>Tracking Technologies We Use</p>	<p>We –or vendors we have hired— use several common tracking technologies including browser cookies, web beacons, and similar technologies. These technologies are used to track our consumers and website visitors, including for the following reasons:</p> <ul style="list-style-type: none"> • To track new visitors to our websites. • To recognize past customers. • To present more personalized content, to improve your website experience, optimize your shopping experience, and provide site and service enhancements. • To serve customized advertising (whether on our website or others you visit). • So we can better understand our audience, our customers, our website visitors, and their respective interests.
<p>Controlling Our Use of Tracking Technologies</p>	<p>You may control our use of cookies. How you do so depends on the type of cookie. You can configure your browser to reject browser cookies.</p> <p>NOTE: If you configure your computer to block cookies, you may not be able to access certain functionality on our sites.</p>
<p>About Our Ads on Other Websites</p>	<p>We may also work with online advertising companies to provide you with advertising –on our websites and other third party sites that you visit – that is as relevant and useful as possible. These ads may be based on information you submit on our websites or third party sites, or your activities or behaviors on our websites or on third party sites. The information gathered may be used to serve you with advertisements on our websites or on third party websites.</p>
<p>Opting Out of Receiving Seeing Tracking-Based Ads</p>	<p>The third parties we work with to assist us with the online tracking described here all participate in the Self-Regulatory Program for Online Behavioral Advertising. This program provides consumers with the ability to opt-out of having their online behavior tracked for advertising purposes. If you want to opt out, visit http://www.aboutads.info/choices/.</p>