

# Partnership Initiatives Commitment Form

## Release: 04-11-2022

### Point of Sale Integration

Proposer agrees to share Point of Sale (POS) data at a Category level with DFW Airport through integration. This will include a direct point of contact that provides IT support.

### Sustainability Plan

Proposer agrees to participate in Airport Sustainability initiatives and must submit a Sustainability Plan under Tab 2.1, Section I of the final proposal. To include:

- a) Grease recycling
- b) Food Donation
- c) Organic Waste Disposal
- d) Recyclable Packaging

### Mobile Payment

Proposer agrees to participate in mobile ordering and payment initiatives as directed by the Airport board. Initiatives include, and are not limited to, Grab mobile ordering, self-service kiosks, hand-held payment devices, and other technology programs that will increase speed of service and operational efficiency.

### Customer Relationship Marketing (CRM)

- a) If available and to the extent allowed by local, state and federal privacy laws, concessionaire will share with DFW its consumer data, transmitted electronically in a mutually agreed upon form, data structure definition and schedule (ideally daily). Example would be information about i) customer profile/account information (e.g.: Customer ID, first and last name, email address, phone number(s), complete address, marketing/communications opt-ins, etc.) and ii) customer detail purchase transactions. Sharing of PCI specific data is not in scope.

Proposer will participate in the DFW Marketplace/Grab program

### Customer Experience Initiative

Proposer agrees to participate in the Airport Customer Experience movement #OneDFW as directed by the Airport Board.

## PROPOSER'S ACKNOWLEDGEMENT

Name and Title of Signer: \_\_\_\_\_  
(Print or Type)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_