

## **BONUSCARD® Privacy Policy**

### **Overview**

In order to provide benefits and services to you in connection with your BONUSCARD®, BI-LO, LLC ("BI-LO") gathers certain types of information about you. This BONUSCARD® privacy policy ("Policy") explains what information BI-LO gathers, how BI-LO uses that information, how BI-LO distributes that information and how a holder of a BONUSCARD® can correct errors in the information BI-LO maintains. BI-LO uses this Policy to help prevent the unauthorized disclosure of information to Third Parties. The term "Third Parties," as used in this Policy, means anyone other than you or BI-LO or its on successors.

### **Collection Of Personally Identifiable Information**

"Personally identifiable information" is information that allows others to identify you or contact you. When you register for a BONUSCARD®, BI-LO collects the following personally identifiable information:

- Your first name, last name and middle initial;
- Your home address;
- Your e-mail address; and
- Your phone number.

In addition, in order to provide you with the discounts and benefits associated with the BONUSCARD®, BI-LO collects information about your purchases every time that you use the BONUSCARD® in connection with the purchase of groceries and other items at BI-LO, including the following specific information:

- The date of your purchase;
- The items that you purchased; and
- The total dollar amount of your purchases on that visit.

BI-LO collects this information for all of its BONUSCARD® cardholders. When you agree to become a BONUSCARD® cardholder, you agree that BI-LO may collect and retain such information. BI-LO will only use and disclose such information for the purposes described in this Policy.

### **Use and Disclosure Of Personally Identifiable Information**

BI-LO does not sell or rent your personally identifiable information to Third Parties. Under certain circumstances and from time to time, BI-LO may share your personally identifiable information with Third Parties as set forth below. In such circumstances, we provide to the Third Party only the information necessary for the Third Party to perform the function or to provide the service for which we have engaged the Third Party. These Third Parties are required to keep your personally identifiable information confidential

and are not permitted to use your personally identifiable information for any purpose other than the purposes BI-LO authorizes.

BI-LO may share your personally identifiable information with Third Parties such as:

- **Service Providers:** BI-LO may share your personally identifiable information with service providers who may provide operational or other support services to us or who perform certain functions on our behalf. Examples include providers who fulfill orders, process payments, process rebates, distribute emails, conduct research or provide other marketing or operational assistance.
- **Other Disclosures:** BI-LO may share your personally identifiable information if BI-LO believes that such disclosure is: (a) authorized by law or is necessary to comply with a subpoena, court order or other legal process; (b) in response to legal claims; (c) necessary to protect personal safety, property or other rights of BI-LO or its customers or employees or (d) an integral part of a sale of all or part of our assets or business.

### **Collection And Use Of Aggregate Information**

We may use and disclose to our business partners, advertisers and others aggregated information (including demographics, purchasing information and customer profile data) that does not identify you personally. This aggregated information is not personally identifiable information, and the restrictions in this Policy on the use and disclosure of personally identifiable information do not apply to such aggregated information. BI-LO aggregates and evaluates information concerning the purchases by BONUSCARD® cardholders. BI-LO keeps track of certain types of aggregate statistical information about BONUSCARD® cardholders, including the amounts and types of groceries a typical BI-LO customer purchases. BI-LO uses this information to obtain a better understanding of BONUSCARD® cardholders and BI-LO's customers and to evaluate the effectiveness of its promotional activities, to provide better customer service, to offer a competitive range of products and new items, and to operate a more efficient business. Also, we use this information to provide special savings offers such as free samples, coupons, rebates and other promotions to BONUSCARD® cardholders. These offers may be mailed to you at home, sent to you electronically or given to you in the store.

BI-LO shares some of the aggregate information described above with Third Parties in order to allow them to evaluate the effectiveness of programs and advertisements.

### **Limiting Communications and Correcting Information**

BI-LO will not send you any email messages, direct mail offers or other communications regarding products or services if you opt out when you apply for your BONUSCARD®. If you opt out, you can still participate in in-store BONUSCARD® promotions for which you are otherwise eligible. You may also, at any time, correct your name, address, telephone number and other personally identifiable information that you have provided to

us. When you provide corrected information to us, please be sure to provide your BONUSCARD® number.

### **BI-LO's Security**

To safeguard the personally identifiable information that we collect from BONUSCARD® cardholders, we have physical, electronic and managerial policies and procedures designed to prevent unauthorized access or use and to maintain data accuracy. BI-LO operates secure data networks protected by industry standard "firewalls" and password protection systems that are intended to keep unauthorized persons from accessing the data on the BI-LO network. BI-LO only gives access to the personally identifiable information provided by BONUSCARD® cardholders to authorized individuals. Each such individual is aware of the BONUSCARD® privacy policy and is required to comply with it.

However, no data transmission or storage is ever 100% secure, and BI-LO cannot guarantee that all of the personally identifiable information you provide to us or that we collect will be 100% secure or protected.

### **Amendment Or Modification Of This BONUSCARD® privacy policy**

BI-LO reserves the right to amend this BONUSCARD® privacy policy at any time. Any amended Policy will apply to all previously collected data, including personally identifiable information. By applying for a BONUSCARD®, you agree to the terms and conditions of this BONUSCARD® privacy policy and any modifications made to that policy.

### **Questions**

Please direct any questions regarding this BONUSCARD® privacy policy to our **Consumer Relations Department** at 1-800-862-9293.