

My Market Account Privacy Policy

Revised: August 14, 2015

365 Retail Markets, LLC ("365") collects certain information through its websites located at <https://mymarketaccount.com> and related consumer mobile applications. Your privacy is important to 365 and this Privacy Policy lays out 365's policies and procedures surrounding the collection and handling of such information. If you do not agree to all the terms and conditions of this Privacy Policy, do not use My Market Account or its affiliated services. This Privacy Policy applies only to My Market Account. It does not apply to any other third party services linked to 365 sites or offline activities related to 365.

By using My Market Account you consent to the transfer of this information and to 365's use of such data as outlined in this Privacy Policy.

Information 365 Collects

365 may collect the following information from individual persons who use our services (each individual person a "User"): first name, last name, street address, city, state, zip code, phone number, e-mail address, site-specific display name, GPS location (mobile), electronic signature and credit card information (365 stores only last four digits) (collectively, "Personally Identifiable Information" or "PII"). Use of My Market Account or its affiliated services requires that you register and/or create an account ("Account"). In addition to the PII set forth above, 365 may collect information regarding Account holders' purchases, account funding, favorite products, customer service inquiries, product reviews, and certain social networking preferences relating to 365 services (e.g., pages or entities you like, recommend, or follow).

365 may also collect aggregated information, demographic information and other information that does not reveal your specific identity ("Non-PII"). Non-PII may include information about the device you use to access 365 services, information from referring websites and your engagement with 365. 365 also aggregates certain information collected by third party providers. 365 may publish this information without including PII.

365 uses HTTPS cookies to collect information about you and your activity on My Market Account. This information is retained perpetually. 365 uses this information to remember users on My Market Account and to enhance Users' experience with My Market Account. For example, when a User with an Account returns to My Market Account, cookies identify the User and provide certain User-specific information such as Account information, past purchases, favorite products and User product reviews. To learn more about cookies, visit <http://www.allaboutcookies.org>. 365 also works with third parties for the purpose of advertising delivery on My Market Account. The Non-PII collected about your use of My Market Account may be used by third parties in order to provide advertisements about goods and services of interest to you. These third parties may also set cookies to assist with advertisement delivery services. To learn more about opting-out of cookie-targeted advertising on the Sites (sometimes referred to as online behavioral advertising or OBA), visit www.AboutAds.info.

365 may use automatic data collection technology to record other information that identifies your device and tracks your behavior using My Market Account. 365 may automatically receive and record information on our server logs from your browser, including your IP address, cookies, and the pages you request, as well as pages you have visited of our partner and affiliate websites and the products you were interested in on that site. At the current time, we do not comply with Do Not Track settings on your browser and 365 will not treat you differently if we receive Do Not Track signals from your browser.

365's Use of Collected Information

365 uses PII to create a User's Account, to communicate with users about My Market Account, offer Users additional services, assist with User service inquiries, share promotions and special offers, and

charge for purchases made through a My Market Account. 365 uses certain stored PII to customize future order processing for you. 365 may also use PII to enforce My Market Account Terms & Conditions.

365 does not sell the information it collects through My Market Account to third parties. 365 may share collected PII with third-party vendors and service providers ("365 Partners") with whom 365 works to provide application programming interfaces ("APIs") and other functions for 365 services in connection with the delivery of My Market Account and other associated services only to the extent necessary to provide those APIs and services. Full credit card numbers are directly and securely transmitted to 365's credit card processor but are not stored by 365. 365 may also disclose PII to third parties such as attorneys, collection agencies, tribunals or law enforcement authorities pursuant to valid requests in connection with alleged violations of My Market Account Terms & Conditions or of this Privacy Policy, or other alleged contract violations, infringement or similar harm to persons or property. Users of My Market Account must consent to the My Market Account Terms & Conditions (<https://mymarketaccount.com/terms>).

User generated content posted through 365 such as product reviews and certain social networking preferences (e.g., pages you "Like" or "Follow") may be viewed by the general public. Accordingly, 365 cannot ensure the privacy of any PII included in such User generated content.

365's Protection of PII

365 uses reasonable security measures equal to or exceeding industry standards to protect PII from unauthorized access, destruction, use, modification and disclosure. Unfortunately, even with these measures, 365 cannot guarantee the security of PII. By using My Market Account, you acknowledge and agree that 365 makes no such guarantee, and that you use My Market Account at your own risk.

Accessing and Correcting Your PII

Registered Account holders can access and change their own PII at <https://mymarketaccount.com>. Account e-mail addresses cannot be deleted, however, an account may be closed and 365 will cause the corresponding e-mail address and password to be scrambled. A user may later open a new account with a different e-mail address. If you have questions regarding this Privacy Policy or 365's use or collection of your PII, please contact 365's privacy officer at privacy@365smartshop.com.

Children's Privacy Protection

My Market Account is not intended for persons under the age of 18. If you are under 18 you must ask a parent for permission prior to submitting any information to 365. 365 takes special care to protect the privacy needs of children under the age of 13 and 365 encourages parents to be an active participant in their child's online activities. 365 abides by the requirements of the Children's Online Privacy Protection Act (COPPA) and other relevant laws. 365 does not target and is not intended for children under the age of 13, and 365 will not knowingly collect Personal Information from them. If 365 discovers personal data from a child gathered through My Market Account, 365 will eliminate that data.

Privacy Policy Amendments

365 may change this Privacy Policy at any time by posting a new version on this page or on a successor page. The new version will become effective on the posting date, which will be listed at the top of the page. By continuing to access and/or use 365 following the posting of a new Privacy Policy version, you agree to be bound by the then-current version. If you do not agree to the terms of the new version of the Privacy Policy, you will stop using My Market Account services.