



## PRIVACY POLICY

The fact that you have trusted The Food Co-op with your personal information is very important to us, and we take multiple steps to maintain its security. We will not sell or otherwise share personally identifying information with other people or nonaffiliated companies.

### 1. General

The Food Coop recognizes that the protection of privacy is a major concern to many of our members/customers and wants you to know how we acquire personal information through the Food Coop's POS system, website and our social media (collectively this "website") and how we use, share and protect that information. By using our services and viewing this website, you are consenting to the information collection, use and disclosure practices described in this Privacy Policy. As used in this Privacy Policy, "The Food Coop", "us", or "we" refers to The Food Coop.

### 2. Registration

In order for you to receive certain benefits of our website/POS system, you may first be asked to supply certain information such as your email address. We want to supply you with information that benefits you and the more relevant information we have about you the better we are able to do this.

We distribute an electronic sales flyers, newsletters and may launch similar products in the future. When you subscribe to our electronic communications, you will be asked for certain information so that we can input your information in our computer systems. Upon registering for electronic communication, you will be asked for your name, email address, zip code, and other information specified in the enrollment process.

### 3. Use of Information

We may use contact information gathered through New Member and Member Update forms, our cash registers, the website, store computer, mobile applications and social media to:

- fulfill and manage purchases, expedite special orders, receive payments, returns, exchanges and requests for information;
- deliver coupons, mobile coupons, newsletters, in-store messages, emails and mobile messages including, for example, by push notification or other mobile communications;
- send marketing communications and other information regarding products, services and promotions;
- improve the effectiveness of our website, store, mobile experience and marketing efforts;
- conduct research and analysis, including focus groups and surveys;
- hold elections, administer sweepstakes and contests. Refer to Big Pulse Privacy Policy for electronic ballots at <http://www.bigpulse.com/static/privacy.html>;
- calculate and distribute patronage dividends;

In addition, we may share aggregate data collected through the website that does not personally identify any party with our research partner, and may from time to time share data with other business partners. Also, we may disclose specific information upon a specific request by a law enforcement, or regulatory agency, in response to a court

order, subpoena, or as otherwise, when required by law, or to protect our or others' rights, property, or safety, including to third parties investigating potential fraud or questionable activities regarding your account or the use of our services. We do not provide information to these agencies or companies for marketing or commercial purposes

#### **4. Accessing and updating your personal information**

We understand that you may want to change or access your personal information. You may do so by sending an email to [info@foodcoop.coop](mailto:info@foodcoop.coop) and specifying your request, or stopping by our Member Services Desk. In addition, you have the ability to unsubscribe to our Co-op's e-flyer, newsletter and other promotional and informational emails by clicking on via the opt-out link contained in our email communications.

#### **5. Social media notification**

To enable our push notification and other mobile communication services, we may collect and store device IDs to identify each unique mobile device that registers for our service, including for example, device tokens from iOS devices, Live IDs from Windows devices, and other similar identifications from devices running on other platforms. These IDs cannot be tracked back to you, but are tied to a specific device which may only be used by one person. We may collect information including what actions are taken by you on the website, location-related information, internet protocol addresses, mobile device models, carrier information, the operating system of your mobile devices and other non-personally identifiable information.

#### **6. Cookies**

We use cookies, web beacons, and other technologies to receive and store certain types of information whenever you interact with our website through your computer or mobile device. This information, which includes the pages you visit on our site, which web address you came from, the type of browser/device/hardware you are using, search terms and IP-based geographic location, helps us customize your website experience and make our marketing messages more relevant. **We will only use this type of data in an aggregate form which does not identify you personally.**

#### **7. Links**

Our website may offer links to other third party web sites for your convenience and information only. These websites have their own privacy and information collection practices and security measures. The Food Co-op encourages its members to verify the security measures of other websites and is not responsible for 3<sup>rd</sup> party security measures.

#### **8. Consent**

By using our web applications, website or accepting certain services offered at retail store, you consent to our use of personal information that is collected or submitted as described in this Privacy Policy. Withholding certain information may prevent us from providing you with products and services.

#### **9. Minors**

Membership in the Food Co-op is open to all persons fourteen (14) years of age and older. Information obtained on the membership form contains personal information. If a minor under the age of 18 provides us with his/her personal information without parental or guardian consent the parent or guardian may review and request deletion of the minor's personally identifiable information and prohibit its use including future Food Co-op marketing communications. We do not provide personal information about minors to any third-party except in accordance with other sections of this privacy policy.

## **10. Careers**

Any information you provide to us, or that you authorize others to provide to us in connection with your application for employment, may be reviewed by our Human Resources department. Our Human Resources department may share this information with others on a need-to-know basis including, but not limited to, sharing it with Co-op managers considering you for employment.

## **11. Changes to Privacy Policy**

We may add, modify or remove portions of our Privacy Policy at any time. If so, we will post the updated Privacy Policy on this website, and we encourage you to review this Privacy Policy from time to time for any changes. You can determine the date this Privacy Policy was last updated by referring to the modification date found at the end of the policy.

## **12. Questions and comments**

We are always interested in what our members have to say. If you have any questions or concerns, please feel free to [contact us](#). **Again, we do not provide your personal information to third parties except as described in this Privacy Policy.**

Last modified 08/28/14