



## PRIVACY POLICY

PreciseTarget, Inc. ("**PreciseTarget**") has the highest respect for your privacy and personal information. Except as provided in this Privacy Policy, PreciseTarget will never release your personal information without express permission except for purposes of data verification and supplementation or such uses as are described in the Terms and Conditions.

This Privacy Policy describes PreciseTarget's handling of your personal information it may collect (a) through your use of this website or any of the products or services available through this website (the "Site"), or (b) from any third-party vendors in connection with any products, services, or contests or promotions provided by or on behalf of PreciseTarget, or which are sponsored by PreciseTarget (together with the Site, the "PreciseTarget Offerings").

### INFORMATION COLLECTED FOR RETAIL DATA PRODUCTS AND HOW WE USE IT

In order to deliver personalized recommendations, we use a "Synthetic Universal Identifier." The SUI is a random code created by a third-party processor to protect business partner data. The SUI is not algorithmically created and only the third-party processor holds the match key. Therefore, PreciseTarget cannot decrypt the SUI. A partner wishing to submit data to PreciseTarget must first give the data to a third-party processor. The partner must certify to both PreciseTarget and the processor that it has the legal right to share the data. The processor will append the desired data to the SUI and submit it to PreciseTarget.

#### *Example:*

*The retailer or business partner submits transaction data to a third-party processor. The third-party processor removes personal identifiers and matches this data to PreciseTarget SUIs and audience segments. The third-party processor then delivers the de-identified data to PreciseTarget.*

The nature of the PreciseTarget Offerings may require PreciseTarget or our third-party service providers to obtain other information from you as a condition for you to use or participate in the PreciseTarget Offerings. PreciseTarget and/or our third-party service providers use this information to provide the PreciseTarget Offerings.

We restrict access to your data to those employees, such as customer service representatives, who need such access to better serve you. In addition, PreciseTarget will provide limited access to third parties who provide financial, administrative or other services in support of the PreciseTarget Offerings. These third parties are restricted from using this data in any way other than to provide services in connection with PreciseTarget Offerings and may not use or resell the data. Except as expressly provided above, any information that you share that identifies you personally will not be provided, sold or disclosed to any third party without your express permission.

## INFORMATION COLLECTED ON OUR SHOPPING SITE AND HOW WE USE IT

When you visit <https://offers.network/precisetarget/departmentstores>, we automatically log your IP address (a unique code assigned to every computer using the internet) when you visit the Site in order to improve security, analyze usage, and administer the Site and PreciseTarget Offerings. The information logged also allows us to track a user throughout their visit. We do not use this information to capture demographic or other information; rather, it is used simply in the administration of the Site and the PreciseTarget Offerings.

You may not be able to log on to or use the Site or certain PreciseTarget Offerings without enabling your browser to accept cookies. A cookie is a small amount of data that is sent to your browser from our web server. The PreciseTarget Offerings may use cookies, for example, when you log on with your user name (which may be the email address you submit) and password (where applicable). These cookies allow us to remember you as you visit pages in the Site or certain PreciseTarget Offerings, so that you do not need to reenter your information. Our usage of cookies also allows us to track where users go when they visit the Site or certain PreciseTarget Offerings. We may use this "click-stream data" to deliver targeted offers or other information that may be of interest to you and other similar functionality. Once you terminate your session, only your computer or session identity will remain in the cookie on your hard drive.

The PreciseTarget Offerings may contain links to third party web sites. PreciseTarget has not undertaken a review of the privacy policies or terms and conditions at such third-party web sites, and PreciseTarget makes no representations about the privacy policies or levels of security at these sites or the applicable terms and conditions. PreciseTarget is not responsible for the applicable terms and conditions or the privacy practices used by such third parties.

## COMMUNICATION PREFERENCES

We may send you emails regarding the Site or PreciseTarget Offerings informing you of updates, new products or changes to the network, etc. You also may opt in to receive additional emails, such as for special promotions or other information which you may find to be of interest. PreciseTarget may communicate with you to provide requested services, and address issues relating to your use of the Site or PreciseTarget Offerings, via email or phone, with information provided by you. It is your responsibility to keep such information current. If we are using incorrect information, please contact [feedback@precisetarget.com](mailto:feedback@precisetarget.com) and our customer service team will be glad to assist you.

If you would like to opt out of receiving promotional or marketing emails, or that you do not wish PreciseTarget to disclose your information to any third parties for marketing purposes, you may:

- Contact us at the information at the bottom of this Privacy Policy
- Use the unsubscribe link at the bottom of any email sent by PreciseTarget

Note that it may take up to ten (10) business days to process your opt-out request.

PreciseTarget takes commercially reasonable precautions consistent with general industry practices to protect your information. When you submit sensitive information to PreciseTarget, we use our commercially reasonable efforts to ensure that this information is protected both online and off-line.

Information provided during our join or edit profile pages is encrypted and is protected with what is generally recognized as the best available encryption software in the industry.

While PreciseTarget uses encryption to protect sensitive information online, we also use our commercially reasonable efforts consistent with general industry practices to protect user-information off-line. Your information, not just the sensitive information mentioned above, is restricted in our offices. Only individuals who have a need to know such information to perform a specific job (for example, customer service) are granted access to personally identifiable information. Furthermore, all such individuals are kept up-to-date on our security and privacy practices. When an employee is hired, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our users' information is protected. Finally, the servers that store personally identifiable information are in a secure environment, off site. If you have any questions about the security at the Program site, you can send an e-mail to [feedback@precisetarget.com](mailto:feedback@precisetarget.com).

If we decide to change this Privacy Policy, we will post those changes on the Site so you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information or other information disclosed by you in a manner different from that stated at the time it was collected, we would notify users by way of an email prior to effecting such change. You would then have a choice as to whether or not PreciseTarget may use your information in this different manner. Otherwise, PreciseTarget will use information in accordance with the Privacy Policy under which the information was collected.

Though we make commercially reasonable efforts to preserve user privacy, we may need to disclose personal information when required by law or we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on PreciseTarget.

FOR THE AVOIDANCE OF DOUBT, PRECISETARGET ASSUMES NO RESPONSIBILITY OR LIABILITY WITH REGARD TO ANY THEFT, LOSS, ALTERATION OR MISUSE OF PERSONAL OR OTHER INFORMATION LAWFULLY PROVIDED BY PRECISETARGET TO THIRD PARTIES, OR WITH REGARD TO THE FAILURE OF ANY THIRD PARTY TO ABIDE BY THIS PRIVACY POLICY OR SUCH THIRD PARTY'S PRIVACY POLICY OR ANY AGREEMENT BETWEEN THAT THIRD PARTY AND PRECISETARGET.

#### CALIFORNIA CONSUMER PRIVACY ACT OF 2018 (CCPA)

The California Consumer Privacy Act of 2018 gives consumers new controls over the personal information that businesses collect about them. Specifically, it protects the following:

- The right to know about the personal information a business collects about them and how it is used and shared;
- The right to delete most personal information collected from them
- The right to opt out of the sale of their personal information
- The right to non-discrimination for exercising their CCPA rights

PreciseTarget is fully CCPA compliant.

## INFORMATION ABOUT CHILDREN UNDER 13

The Children's Online Privacy Protection Act imposes requirements on web sites that collect personal information about children under thirteen (13) years old (e.g., name, address, e-mail address, social security number, etc.) PreciseTarget's policy is not to collect any personal information on any person under thirteen (13). For this reason, use of or participation in the Site, the PreciseTarget Offerings, or PreciseTarget's online sweepstakes, e-mail, and other sign-ups are restricted to entrants who are at least eighteen (18) years old, and PreciseTarget does not knowingly collect information from anyone under the age of eighteen (18).

## FOR CALIFORNIA RESIDENTS ONLY (CALIFORNIA CIVIL CODE §1798.83)

A California resident who has provided personal information to a business with whom he/she has established a business relationship for personal, family, or household purposes ("California customer") is entitled to request information about whether the business has disclosed personal information to any third parties for the third parties' direct marketing purposes. In general, if the business has made such a disclosure of personal information, upon receipt of a request by a California customer, the business is required to provide a list of all third parties to whom personal information was disclosed in the preceding calendar year, as well as a list of the categories of personal information that were disclosed. However, under the law, a business is not required to provide the above-described lists if the business adopts and discloses to the public (in its privacy policy) a policy of not disclosing customer's personal information to third parties for their direct marketing purposes unless the customer first affirmatively agrees to the disclosure, as long as the business maintains and discloses this policy. Rather, the business may comply with the law by notifying the customer of his or her right to prevent disclosure of personal information and providing a cost free means to exercise that right.

## CONTACT US

If users have any questions or suggestions regarding this Privacy Policy, please email us at:

**Email:** [feedback@precisetarget.com](mailto:feedback@precisetarget.com)

**Address:**

PreciseTarget, Inc.  
7201 Wisconsin Avenue, Suite 650  
Bethesda, MD 20814  
Attn: Customer Care