

## **Market Basket Rewards**

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Troy, Michigan 48084

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888.866.9186

We can be reached via mail, email, or phone.

**Sparkle Market is committed to protecting the privacy of our customers. Therefore, you have our word that all information we receive from you will remain strictly confidential. We promise that we will not sell any personal information (name, address, phone number, e-mail) to any person, company, organization or agency. Any data collected will be used to offer you discounts, coupons, promotions and automatic entry into sweepstakes. In addition, we reserve the right to use the information you provided to contact you, when practical, in the event of a Class 1, product recall.**

Sparkle Market works with Market Basket Rewards to facilitate data and rewards through our Sparkle Market Rewards Card and related website functionalities. This Privacy Policy explains what information we may acquire about you, our customer, and how we may use it. When you use your Sparkle Market Rewards Card or give us Information via this Web site, you agree to the terms and conditions of this Policy.

### **What is Market Basket Rewards and Discountcupboard.com?**

Market Basket Rewards is a loyalty reward platform to achieve store customer satisfaction with target marketing and rewards. Our main Web site hub is [www.discountcupboard.com](http://www.discountcupboard.com). All of our websites, including affiliated grocery store sites, are connected to the Discount Cupboard hub. When accessing reward account information, such as checking reward point, customers are directed to their store's version of the Discountcupboard.com Web site.

### **What information is gathered by our site?**

In order to obtain certain benefits, including reward redemption based on purchases using your Sparkle Market Rewards Card, you must register with the site and provide information that personally identifies you or permits us to contact you. This includes your name, address, and other preferences. (For the purposes of this Policy, "Information" includes personally identifiable information acquired both through your registration on the Web site and directly through your use of our Sparkle Market Rewards Card.)

Information you give us: We receive and store any information you enter on our Web site or in any other tangible way. You can choose not to provide certain information, but then you forfeit the advantage of many of our features. We use the information that you provide to respond to your requests, for customization of offers, for improvement of our stores, and for communication and better service with you.

Automatic Information: This site uses cookies (alphanumeric identifiers) to keep track of your login name, shopping cart items and certain services that require you to Sign In. Cookies are standard during Internet use and help you to navigate a Web site that you have visited before; they do not harm your computer. If you do not want cookies placed on your computer, there is a simple procedure in most browsers that allows you to automatically decline them. However, certain functionalities within the site will not work properly if your browser does not accept cookies.

### **Sharing Information with Third-Party Service Providers:**

We do not sell information. We may disclose information to service providers and nonaffiliated third parties in the following circumstances:

- a. In order to provide you with services or information that you request or benefits for which you are eligible as our customer;
- b. To complete a transaction you have authorized;
- c. If required to do so by law; in response to a specific law enforcement request; to comply with legal process; if necessary to protect the rights, privacy, property, security or safety of our company, our employees or customers; to assist in the detection, prevention or prosecution of a crime or fraud; or in cases of emergency regarding matters of personal or public safety;
- d. In order to enforce our rights in contracts or transactions that you participate in with us.

We may transfer any and all information to an affiliated entity or to a third party in the event of reorganization, a merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock. We may disclose Information to a prospective buyer or business partner pursuant to an appropriate confidentiality agreement.

We may make Information available to third parties who analyze and collect information for us so that we can offer you goods, services and opportunities. The third parties may not use the Information for their own benefit or for any other purpose.

## **How Secure Is Information About Me?**

We understand that using the Internet may cause concerns. This is why we have gone to great lengths to protect your privacy. The Information we acquire from you is stored in an encrypted form on our secure server, and we have procedures in place to permit access by only a limited number of authorized employees and service providers. You are recognized through your created user name and password. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. As a result, although we strive to protect Information, we cannot insure or warrant confidentiality of Information.

Appropriate physical, electronic, and managerial procedures are in place to safeguard and secure the information we collect online. In the event that you ever use a credit card to on our site, your personal information and credit card or debit card information are encrypted using SSL encryption technology before being sent over the Internet. We use SSL technology to prevent your information from being stolen or intercepted while being transferred to us. Your credit card information and passwords are always stored in encrypted form in a restricted-access database separate from our Web site database. Thus, it is not connected to the Internet, and is kept safe from hackers.

We reveal only the last four digits of your credit card number to confirm orders. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.

It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

## **Information You Give Us:**

You provide personal information when you search, buy, participate in a contest or questionnaire, or communicate with customer service. To create an account or use the online store, you must provide your name, address and phone number. Additional information, including mobile telephone number and email address, is optional but helpful in allowing you to take advantage of our special offers through texting and emails. During the account creation process, optional survey questions are asked to provide relevant special offers and savings.

Due to the nature of our services, we do not anticipate that this website will be visited by those under the age of 18 years. We will promptly remove such information from our records if we come to the knowledge that a person under the age of 18 has provided personally identifiable information to this website. The

phrase "personally identifiable information" implies any information that can be used to identify or contact a specific individual, such as a name, address, telephone number or e-mail address. It is our company policy to protect the privacy of children and those less than 18 years of age. No part of our website has been designed to market to or attract the attention of individuals under the age of 18.

Deactivating/Deleting Personal Information: You can delete your whole account by contacting the IT department at Market Basket Rewards at 888-866-9186. To delete personal information, log in to your online account and click "My Info." This can also be done through our helpful Customer Service team at 888-866-9186.

If you have any questions regarding this Privacy Policy feel free to contact us at 888-866-9186 or [info@mbrewards.com](mailto:info@mbrewards.com) for further information. We appreciate your interest in our business.