

# Privacy Policy

Your Neighborhood Grocery Store

Effective Date: January 1, 2025 | Last Updated: June 1, 2025

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## 1. Introduction

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our digital services, or shop in our stores. Please read this policy carefully. If you disagree with its terms, please discontinue use of our site and services.

## 2. Information We Collect

We may collect the following categories of personal information:

- **Contact Information:** Name, email address, phone number, and mailing address.
- **Account Information:** Username, password, and account preferences when you create an account with us.
- **Transaction Data:** Purchase history, loyalty program activity, coupon usage, and payment method details (we do not store full card numbers).
- **Device & Usage Data:** IP address, browser type, operating system, pages visited, time spent on pages, links clicked, and referring URLs.
- **Location Data:** General geographic location derived from your IP address, or precise location if you grant permission through our mobile app.
- **Communications:** Records of your correspondence with us, including customer service inquiries and newsletter subscriptions.

## 3. How We Use Your Information

We use collected information for the following purposes:

- To process transactions, manage your loyalty account, and fulfill your orders.
- To personalize your shopping experience and present relevant offers, weekly ads, and coupons.
- To send you promotional communications, newsletters, and store alerts (you may opt out at any time).
- To improve our website, mobile applications, and in-store experience.
- To comply with legal obligations and enforce our terms and policies.
- To detect, prevent, and address fraud, security incidents, and technical issues.

## 4. Cookies and Tracking Technologies

We use cookies, web beacons, pixel tags, and similar tracking technologies to enhance your experience, analyze site usage, and deliver targeted advertising. You can control cookie preferences through your browser settings. Note that disabling cookies may affect site functionality. We use both session cookies

(which expire when you close your browser) and persistent cookies (which remain on your device for a set period).

## 5. Sharing of Information

We do not sell your personal information. We may share your information with:

- **Service Providers:** Third-party vendors who assist us in operating our website, processing payments, delivering emails, and analyzing data — all bound by confidentiality agreements.
- **Business Partners:** Coupon and loyalty program partners, with your consent.
- **Legal Authorities:** When required by law, court order, or governmental authority.
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets.

## 6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements. Transaction records are typically retained for seven (7) years for tax and accounting purposes.

## 7. Your Rights and Choices

Depending on your location, you may have the right to:

- Access, correct, or delete your personal information.
- Opt out of marketing communications at any time by clicking "Unsubscribe" in any email or contacting us directly.
- Request a copy of the personal data we hold about you.
- Lodge a complaint with your local data protection authority.

## 8. Security

We implement industry-standard security measures including SSL/TLS encryption, secure data storage, and access controls to protect your personal information. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

## 9. Children's Privacy

Our website and services are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us immediately and we will delete it.

## 10. Changes to This Policy

We may update this Privacy Policy periodically. We will notify you of material changes by posting the new policy on this page and updating the "Last Updated" date. Your continued use of our services after changes are posted constitutes acceptance of the revised policy.

## 11. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at: **privacy@yourstore.com** or write to us at your store's address listed on our Contact page.

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This document is provided as a default template. Each store operator should review and customize it with qualified legal counsel.