

Privacy Policy

Effective 11/19/2013

This website is owned and operated by Family Fare, LLC and its subsidiaries (collectively, "Family Fare"). Family Fare operates the following stores: D&W Fresh Market, Family Fare Supermarkets, Forest Hills Foods, Glen's Markets, Glen's Fresh Market, Valu Land, VG's Grocery, VG's Fresh Market, the Quick Stop Fuel Centers associated with these stores, and Xpress Mart. This policy explains how Family Fare and its affiliates (collectively, "we" or "us") collect, use, share and protect the personal information that we collect through this website. We value the privacy of our website visitors and do not sell or share your individually identifiable information with any organization outside of Family Fare and its affiliates, except under the conditions noted below.

Summary

We value the privacy of our website visitors. We do not sell your personal information. We will only collect and use your information as explained in this policy. This section gives a brief overview of our data collection and use policies. Please click on the links below for a more detailed discussion of each topic. Please contact us at contact@spartanstores.com or at 800-451-8500 if you have any questions.

We collect the following information:

- information that your browser routinely shares with websites.
- personal information that you provide us on a voluntary basis.
- if you use the mobile version of our website, it may use geographic information temporarily collected from your mobile device to find participating stores in your area.

We use the following types of tracking technology:

- cookies, web beacons and similar technology tracks movement across our website and keeps track of our registered users and their preferences.
- advertising services place ads on the internet for us, and they may use tracking technology. We do not share your personal information with these services.
- Google Analytics may use cookies and browser information to provide demographic and other statistical information about the visitors to our website.

We use and disclose the information we collect for the following purposes:

- to provide services or products that you request.

- to help us improve our website, understand our customers and their preferences, and to market our products and services.
- to our contractors who provide supporting services so that they can access information needed for such services, but only on terms consistent with this policy.
- to protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

We use these commercially reasonable data security practices:

- if you make a purchase on our site, we use a Secure Sockets Layer (SSL) connection to process your payment information and we store your personal information on firewall-protected servers.
- we limit access to your personal information to those who have legitimate need to use it.

Other details about our practices:

- Although we may have links to other websites, this policy applies only to the websites operated by Family Fare retail stores.
- We use your personal information only for the purposes for which it is collected and consistent with this policy, and we retain your information as permitted by applicable law.
- You can update your online account information at any time. We do not intend to collect information from children under the age of 13.
- We may update this policy from time to time, but we will allow you to opt in to any material changes in how we use your personal information.

How we collect information

Information provided by your web browser

This website provides information about our stores and the products we sell. You do not need to provide us with any personal information if you simply want to browse through our website and learn more about our stores, our products and our services. Like many other websites, we may record information that your web browser routinely shares, such as your browser type, browser language, software and hardware attributes, the date and time of your visit, the website from which you came, the geographical location of the Internet Protocol address and the pages on this site that you visit. This will generally be anonymous data that we collect on an aggregate basis. We will not try to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to our website, our business or our users.

Personal information that you provide

We may also collect personal information that you choose to provide to us on a voluntary basis. When we ask for your personal information, it is so that we can provide a product or service to you and communicate with you about those products and services. For example, you can register on one of our stores' websites by providing us with your name, address, telephone number and e-mail address, and then elect to receive newsletters or regularly scheduled e-mail. Among other things, you can elect to participate in contests that we may run from time to time, purchase special order foods or create a personal shopping list. It will always be your choice whether to provide your personal information in order to take advantage of these features.

We may offer online pharmacy services on this website. If so, the information that we collect in connection with such services will be protected in compliance with state and federal medical privacy laws. If you'd like more information on how we may use or disclose your medical information, please [click here](#).

We may also offer certain social networking features on this website, such as the opportunity to post comments or opinions about our products and services. If you choose to submit your comments or opinions, keep in mind that these will be available to the general public and are not subject to any privacy.

If you choose to participate in the yes Rewards Program, you can learn more about our practices in the Terms and Use and Privacy Policy posted at the yes.spartanstores.com website.

Additional information collected from mobile devices

We may also operate a version of this website specifically designed to work with mobile devices. The mobile website may include a feature that uses geographic location information provided by your mobile device to identify stores in your vicinity. We do not collect or store your geographic information except to temporarily provide this service.

Use of Cookies and Similar Technology

Tracking on our own website

As is commonly done on websites, we may use cookies and similar technology to keep track of our users and the services they have elected. A "cookie" is a small text file containing alphanumeric characters that is stored on your computer and uniquely identifies your browser. If you are simply browsing on our website, the cookies that we use last only about as long as your session on our website; but if you have created a user name and account, we will also use cookies that remain on your computer between visits so that when you return to our site we can remember who you are and your preferences. For example, we use cookies to keep track of items that you might wish to store in your on-line Shopping Cart between visits. We may allow business partners who provide services to our site to place cookies on your computer that assist us in analyzing usage data. We do not allow these business partners to collect your personal information from our website except as may be necessary for the services that they provide.

You can manage these cookies. For example, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you disable cookies, however, it may interfere with the functionality of our site and you may not be able to use all of the site's features.

We may also use web beacons or similar technology to help us track the effectiveness of our communications. A web beacon (also known as an action tag, a clear gif or pixel tag) is a 1x1 pixel image embedded in a website page used to transparently collect information. For example, we may use a web beacon to count the number of visits to the pages of our site. If you have signed up to receive any of our e-mail newsletters, we use similar technology to count how many recipients have opened the message and clicked on one of its links.

We may offer a version of this site specifically designed to work with a mobile device. If so, we may store information relevant to your use of the mobile site on your device's local storage.

Tracking by advertising services

We contract with our business partner Google to serve ads on our website. Google uses DoubleClick cookies and web beacons to make our advertising more effective. Google may use such technology to serve ads based on your prior visit to our website and/or other sites on the Intranet. If you access this site using a mobile device, Google may use anonymous identifiers if the device does not accept cookies. We do not share your personal information with Google. You can learn more about how Google uses the DoubleClick cookies by visiting Google's [Policies & Principles](#). You may opt out of the use of the DoubleClick cookie for interest-based advertising by visiting the [ads preference manager](#).

We use third party advertising services to place our advertisements on other websites. If you click on one of these ads, the company that placed the ad may use cookies, web beacons, or other tracking technology to gather statistics on the effectiveness of our advertisements, to track your movement across websites, and to serve you advertisements targeted to your interests. We do not share any of your personal information with these advertising services and, except as noted above with respect to Google, we do not permit them to place cookies from our website. You can learn more about interest-based advertising and opt out of such advertising from certain companies at [aboutads.info](#).

What We Do With the information We Collect

We will generally use the information that we collect to help us operate this website, to provide requested services, to help us understand our customers and their preferences, and to market our products and services. The following provides a more specific discussion of our uses and disclosures of the information that we collect. We will seek your consent before we use your personal information for any other purposes

Your contact information

When you provide us with your contact information, we will use that information to provide services related to this website. For example, if you purchase specialty foods on our site, we will

use your mailing address to ship your order. We may also send you e-mail messages confirming your order or reporting on the status of your order.

If you register on our site, we give you the option to add your e-mail address to one or more e-mail lists. You may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail.

We maintain a database about our customers and website users that allows us to (i) analyze and monitor consumer and customer activity, (ii) promote and support our products and services, and (iii) develop a knowledge base regarding our web site users and customers.

We may combine the individually identifiable information that we collect from this website with information collected through any customer loyalty programs that we may run from time to time. For example, if you have signed up to receive e-mail messages, we may use information from the customer loyalty program to deliver offers or coupons tailored to your shopping needs.

Payment for Services

If you purchase any products through this website, like any other retailer we will have to provide your credit card information to our credit card processor and authenticator for payment purposes, and your name and address to the company that ships our merchandise.

Information shared with our business partners

To improve the products and services offered, we may use business partners to help us design and operate our website or provide other services to support the site. For example, we may hire a company to run certain website applications, help us fulfill orders, process credit card payments, or help us analyze our data. Unless otherwise indicated on our website, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this privacy policy. We may give you the option to have your information shared with vendors whose goods we carry so that they can send you coupons or other promotional information in which you are interested.

Statistical analyses of data

We use Google Analytics to help us gather statistical information about the visitors to our site and how they use the site on an anonymous, aggregate basis but will not associate this data with personally identifiable data. We use this information to gain a better understanding of the visitors to our site and to improve our website and product offerings. We reserve the right to license or sell aggregate information about the visitors to our website, but this information will not be individually identifiable. Depending on which type of browser and device that you use, you may have the ability to control the type of information that Google Analytics uses. If you would like to learn more about Google Analytics, please click [here](#).

Business operations, law enforcement and legal actions

We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other

governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our site for illegal reasons. If there is a sale or merger of the company, division or business unit that operates this site, we may also transfer the information we have collected in connection with such sale or merger.

We will use the information we collect to continuously improve our business and our website development. Your comments and suggestions about our website development are always appreciated. Please contact us at contact@spartanstores.com or at 800-451-8500 if you have any comments or suggestions.

How We Protect Your Data

We use commercially reasonable means to protect the integrity of our website and limit access to your personal information. For example, if you purchase any products on our site, we will use a Secure Sockets Layer (SSL) connection to process your payment information and we will store your personal information on firewall-protected servers. We limit access to your personal information to those who have a legitimate need to use the information. If you have set up a user name and profile, you should be sure to protect your user ID and password to prevent others from being able to access the site in your name. We cannot provide absolute assurances against, and will not be liable for, breaches of confidentiality due to system failures or unauthorized access by third parties.

Third Party Websites

This site may contain links to other websites operated by companies that are not affiliated with us. Also, you may have come to this website from a website that is not operated by us. We are not responsible for the operation of these other sites or the information that they collect from their visitors. If you would like to know how another site collects and uses your information, please review its privacy policy.

Changes to Your Information

The information you provide us isn't set in stone. You can update your online account information with us at any time by clicking on the "update profile" link found in the upper right hand side of any of our web pages.

Data Integrity and Retention

We use the information that we collect about you only for the purposes for which it is collected and consistent with this policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

Changes to This Policy

Our business and the laws that regulate us change from time to time, and we reserve the right to change this policy. If we do change this policy, we will post the revised version on this site. If we propose to change our policy in a way that would permit us to make additional uses of the personal information that we had previously collected about you, we will obtain your affirmative, express consent before using your information in a materially different way.

Children

While our site is available for all to come visit, you must be at least 13 years old to register on our website, to purchase products or participate in any of our contests. We will not knowingly collect information about children under the age of 13. If you are under the age of 13, please do not register as a user and do not submit your personal information. If you are a parent who believes that we have collected information about a child under age 13, please contact us at contact@spartanstores.com or at 800-451-8500 with your child's name and address, and we will be happy to delete the information we have about your child from our records and provide information in accordance with the Children's Online Privacy Protection Act.

This Policy is an Agreement

When you visit this site, you are accepting the practices described in this Privacy Policy.

Contacting Us

Please contact us at contact@spartanstores.com or at 800-451-8500 and let us know if you have any questions or comments about our policies or practices.