

## Privacy Policy

Last modified: May 5, 2020

### **Introduction**

M.M. Fowler, Inc, Family Fare, LLC and any of our affiliates (together, "**Company**" or "**We**") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy applies to information we collect from you or that you may provide:

- On the website <http://www.familyfareconveniencestores.com> ("**Website**");
- When you interact with the features of our mobile application Family Fare Convenience Stores ("**App**");
- In email, text, and other electronic messages between you and the Company or its employees;
- When you express interest in or apply for a Family Fare franchise;
- When you engage with our marketing and promotions, including entering contests and sweepstakes; or
- When you provide information by making purchases at Family Fare licensed convenience stores ("**Stores**") (collectively, the "**Services**").

It does not apply to information collected by third parties whose websites, mobile applications, content, marketing and advertising, goods, or services may be accessible from the Website, App, or Stores. Family Fare is not responsible for the content of such third parties or the privacy practices of such third parties. We encourage you to review the privacy policies of any third parties before disclosing your Personal Information.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use the Services. By accessing or using the Services, you agree to this privacy policy. This policy may change from time to time. Your continued use of the Services after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

### **Children Under the Age of 18**

Our Services are not intended for children under 18 years of age. No one under age 18 may provide any information to or through the Services. We do not knowingly collect Personal Information from children under 18. If you are under 18, do not use or provide any information on to or through the Services or through any of their features, make any purchases through the Website or App, use any of the interactive or public comment features of this Website or App, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received Personal Information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at [info@familyfarestores.com](mailto:info@familyfarestores.com).

## **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Services, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, social security number, credit or debit card numbers, age, gender, or any other identifier by which you may be contacted online or offline ("**Personal Information**").
- That is about you but individually does not identify you, such as your current location or promotions you participate in.
- About your internet connection, the equipment you use to access our Website or App, and usage details.
- Financial information and history if you are applying for a Family Fare franchise.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies or other tracking technologies.
- From third parties, for example, our business partners or Family Fare franchisees.

### *Information You Provide to Us*

The information we collect on or through our Services includes:

- Information that you provide by filling in forms on our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Information you provide when you request more information or contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- The type and frequency of interactions with our promotions and marketing materials and the information you provide through them.
- Your entry information if you enter a contest or promotion.
- Details of transactions at the Store or on our App or Website and your financial information necessary to complete the transaction.
- Information we receive when you use other features of the Services that may be offered from time to time and may require such information in order to utilize the feature.
- Personal Information, financial and employment history, and other information we use to evaluate you as a prospective franchisee.

### *Information We Collect Through Automatic Data Collection Technologies*

As you navigate through and interact with our Website and App, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website and App, including traffic data, location data, and other communication data and the resources that you access and use on the Website App.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We may also use these technologies to collect information about your online activities over time and across third-party websites or other online services. The information we collect automatically may include Personal Information and we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Website and App and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website and App according to your individual interests.
- Recognize you when you return to our Website and App.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- **Web Beacons.** Pages of our Website or App and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### **Third-Party Use of Cookies and Other Tracking Technologies**

We may have some content or applications, including advertisements, on the Website or App that are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your Personal Information or

they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any Personal Information:

- To present our Website and App and its contents to you.
- To allow you to participate in interactive features on our Website and App.
- To provide you with information, products, or services that you request or purchase from us through the Website and App or at the Store.
- Communicate with you about products and services offered by us, other affiliates, franchisees, and business partners.
- Respond to your comments, questions, and requests, and provide customer service.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website, App, or Stores or any products or services we offer or provide through them.
- Conduct or administer contests, sweepstakes or other promotions in which you have participated.
- To improve our Services.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- To fulfill any other purpose for which you provide it.

### **Disclosure of Your Information**

We may disclose aggregated information about our users without restriction.

We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
- To our franchisees.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of M.M. Fowler, Inc.'s or Family Fare, LLC's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by M.M. Fowler, Inc. or Family Fare, LLC about our Service users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use, <http://familyfareconveniencestores.com/LegalTerms>, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the Personal Information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request to [info@familyfarecstores.com](mailto:info@familyfarecstores.com).
- **Promotional Offers from the Company.** If you do not wish to have your contact information used by the Company to promote our products or services, you can opt-out by sending us an email stating your request to [info@familyfarecstores.com](mailto:info@familyfarecstores.com). If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way.

## **Data Security**

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Unfortunately, the transmission of information via the internet or via our operating systems is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to and through our Services. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures implemented with the Services.

## **Changes to Our Privacy Policy**

We will make changes to this privacy policy from time to time and may not provide notice of material changes. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically reviewing this privacy policy at the Stores or on the Website or App to check for any changes.

## **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

- [info@familyfarecstores.com](mailto:info@familyfarecstores.com); or
- 4220 Neal Road, Durham, North Carolina 27705.