

## Bashas' Thank You Card

### **PRIVACY POLICY**

Bashas' is dedicated to serving our customers. One of Bashas' values is "to place the interests of customers first." Inherent in that value statement is our responsibility to adhere to our privacy principles concerning customer information collected via the Thank You Card.

We collect only customer information that is needed to provide customer service, offer new products and services, and give purchase rewards. Our goal is to target offers and services to customers who will find them of value. We will tell our customers about the general uses of information we collect and will provide additional explanation when a customer requests it.

We require high standards from the data entry services that capture and collect the data to ensure accuracy in your information. We use advanced technology and well-defined employee practices to help ensure that customer data is processed promptly, accurately and completely. Security measures limit access to customer data to those within Bashas' who specifically need it to conduct their business responsibilities.

On occasion, Bashas' will work with certain vendors in offering special promotions to Thank You Card members. Promotions will always be coordinated through Bashas' not the vendors. Your name, address and purchase information will never be sold or shared with an outside company. In working with our partners and vendors for marketing purposes, we require strict contractual obligations regarding security.

The Opt Out clause on the application allows you to designate if you prefer not to receive information, coupons, and other rewards through the mail or the Internet. If you want to change your designation, please submit in writing your request with the appropriate information to:

Thank You Card Department  
P.O. Box 488  
Chandler, Arizona 85244

We release information only with the customers' consent or request. Any other requests for information concerning names, addresses, phone numbers, and shopping activity will be denied. When a court orders or issues a subpoena to release information, we will notify the customer promptly to give the customer an opportunity to exercise his or her legal rights. The only exceptions to this policy would occur when court order or law prohibits us from notifying the customer or cases where fraud and /or criminal activity is suspected.

If lost keys are returned to Bashas', we will notify you either by mail or phone as to their location. You may then make the choice to retrieve them at your convenience.

Returned or lost cards will be destroyed. You will need to sign up again for the program and receive a new account number.

These Privacy Principles guide our conduct in the collection, use, release and security of customer information. Protecting the privacy of our customers is our ultimate consideration.