

# Privacy Policy

SWF Food Corp., for itself and its affiliates, d/b/a Ferreira Foodtown, which sometimes refers to itself as “SWF”, “we” or “us” in this Privacy Policy, is committed to respecting your privacy. This Privacy Policy explains our information collection, sharing, use and processing practices. If you have any requests or questions concerning the information that we collect from you, please contact us at [Info@FerreiraFoodtown.com](mailto:Info@FerreiraFoodtown.com)

Our practices with respect to data collected, shared and used by us are governed by this privacy policy (“Privacy Policy”) as in effect from time to time. Please review our Privacy Policy regularly.

## Information Collected

We have access to the information which is provided by you when you register on one or both of [foodtown.com](http://foodtown.com) and [ferreirafoodtown.com](http://ferreirafoodtown.com) (collectively, the “Websites”), as well as the information derived from your visits to one or more of the Websites, your visits to other sites accessible from the Websites, your purchases from our retail stores, and your Club Card application. We also have access to certain information about the transactions you undertake, in store and/or through one or more of the Websites, and information generated through your use of your Club Card. We do not retain payment card information that you provide in connection with the purchase of merchandise or services.

We may collect additional information in connection with your participation in any promotional programs offered by us, and information you provide when giving us feedback or completing profile forms. We also monitor customer traffic patterns.

## Use and Sharing of Your Information

We may use the information that we access to provide and personalize services, to help improve services provided to you, and to make communications more relevant.

Your contact details may also be used to communicate with you. The information that we access may be used by us, and we may provide that information to a third party under contract with us, for a broad array of marketing purposes, including to provide you with special offers and coupons.

Targeted advertisements may be displayed based on your personally identifiable information which we define to include your name, mailing address, e-mail address, and telephone number, but not to include your Club Card number standing alone. Personally identifiable information is not transmitted or otherwise provided to an advertiser when you view or respond to a targeted ad. Advertisers (including advertising service companies) may, however, assume that people who interact with, view, or click targeted ads meet the targeting criteria—for example, women ages 18-24 from a particular geographic area.

You may also receive marketing materials from us which are not directed to you using your personally identifiable information, such as circulars delivered by Zip Code. You may also receive marketing materials which are directed to you using only your Club Card number or an identifier based on only your Club Card number.

Separately, you may opt out of receiving only promotional and marketing e-mails by following the embedded “Unsubscribe” link.

Please note that there may be instances where it may be necessary for us to communicate with you using your personally identifiable information, for administrative or operational reasons relating to our services.

### **Legal Disclaimer**

We reserve the right to disclose your personally identifiable information as required by law and when believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of terms of use for a website of ours, or as otherwise required by law.

### **Changes in this Privacy Statement**

We reserve the right to modify this privacy statement at any time, so please review it frequently.

*Last modified: 06/04/2021.*