



Privacy and Protection Policy & Terms of Use

Updated: September 24, 2014

Good's Store Inc., d/b/a goodsstores.com ("we," "us"), has prepared this Privacy Policy to provide an overview of the information we may utilize and/or collect about individuals and businesses ("you") in connection with the online services we make available. Furthermore, it also applies to information provided or collected in connection with Good's Store consumer advocacy programs and campaigns under the Good's Store brand called the +PLUScard; as well as any information utilized and/or collected from you in conjunction with doing business with Good's Store.

YOUR CONSENT TO THIS PRIVACY AND PROTECTION POLICY

By using the Good's Store website, doing business with Good's Store and/or the Good's Store +PLUScard® Program you consent to our Privacy and Protection Policy.

CHANGES TO THIS PRIVACY AND PROTECTION POLICY

This Privacy and Protection Policy may be amended from time to time. The most recent version of the Privacy and Protection Policy will be posted on our website (goodsstores.com), and can be obtained at the Customer Service Desk at any Good's Store. We may revise and update this Privacy and Protection Policy if our practices change, as technology changes, or as we add new activities and services or change existing ones.

Any changes will become effective upon posting.

INFORMATION WE COLLECT, HOW WE COLLECT IT, HOW WE USE IT

When you purchase an item, and at other times, we may collect personally identifiable information from you that may include name, address, e-mail address, credit/debit card number and facts about your computer and similar information. We do not, however, knowingly collect personal information from children under the age of thirteen (13). We also may collect other information, including information about your transactions with us.

The information gathered from Good's Store +PLUScard® holders falls into two categories: (1) personal information, such as personal information you supply when you engage in activities like shopping at Good's Store or enrolling in the +PLUScard® Program, and (2) tracking information collected as you make purchases.

We may supplement information you give us with information from other sources, to better serve you.

Website Usage Information

We may automatically collect IP addresses and website use information from you when you visit our website. This

information helps us, among other things, evaluate how our visitors use and navigate our websites (on an aggregate basis), including the number and frequency of visitors to each web page, and the length of their visits to our website.

We Disclose Information Collected

We may disclose information to third parties for a variety of business purposes. For example, we may disclose the information:

- For the purposes for which you provided the information, for example, to enable us to process, validate and provide service.
- To send you e-mail notifications or to otherwise contact you.
- To enhance existing features or develop new features, products and services.
- To allow us to personalize the content and advertising that you and others see based on personal characteristics or preferences.
- To those who provide services to us.
- To provide an overview of its +PLUScard® Program members to better explain the type of shoppers and their shopping trends through Good's Store.

Good's Store will ***not sell, rent, or disclose any information*** provided by you with any unaffiliated third party except as described in this privacy policy.

By participating in one of our consumer oriented campaigns (+PLUScard® Program and others), you consent to receive electronic communications regarding our offers specific to cardholders. (See E-MAIL below.)

Sharing for Legal Purpose

We reserve the right to share your personal information as required by federal, state, or local law, for example, to comply with a court order or subpoena, or if we determine in our sole discretion that it is necessary to investigate, prevent or take action regarding suspected illegal activities, any violations of this Privacy and Protection Policy, or in connection with any safety or security concerns.

SECURITY

Good's Store works to protect your personal information from loss, misuse or unauthorized alteration. We have put in place physical, electronic and managerial procedures to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect through all channels.

Credit & Debit Card Information

Your purchases will be processed using data encryption technology to help protect against loss, misuse or alteration of your sensitive credit or debit card information. Secure Sockets Layer (SSL) software is utilized to create an encrypted connection for the transmission of any credit or debit card information. No sharing of this information is performed except with our credit card fulfillment vendors.

Personal Information

We protect the confidentiality and security of your personal information by using industry-recognized security safeguards such as firewalls, coupled with security procedures to protect your information from loss, misuse or unauthorized alteration.

Good's Store provides you with the ability to access and edit the personal information that you have provided to us. To update your information contact a Good's Store Customer Service Associate at the Customer Service Desk at any Good's Store.

Information use by our employees and agents

Good's Store employees are trained and required to safeguard your information. Using physical, electronic and procedural safeguards, our policies restrict access to personal information only to those employees who need to access it for business purposes.

E-MAIL

From time to time, Good's Store sends emails. You can choose to opt out of receiving email from Good's Store at any time. To opt out of all email messages from Good's Store, you must send an email to **marketing@goodsstores.com** from the email address you wish to unsubscribe. Please clearly state in your email, "Unsubscribe me from Good's Store email correspondence."

Good's Store will not rent, sell or barter your email address to third parties. We will also not make your email address available to third parties unless they are serving as a contracted vendor on our behalf.

COOKIES

We make use of "cookies" on this website. Cookies are small files that are stored on a user's computer by the web server through the user's browser. The actual contents of the cookie information can be retrieved by the same web server to identify the computer and subsequently to customize, monitor, or regulate the use of the site based on information stored in the cookie or host server. One of the ways we use cookies is to track items that you place in your website shopping cart. Please note that if you enter our website from another website, the other site may use cookies to learn of your visit to our website. We have no control over cookies used by other sites.

DISPUTES

Contact a Good's Store Customer Service Manager with any disputes regarding this Privacy and Protection Policy. Good's Store will be governed by the laws of the Commonwealth of Pennsylvania, applicable to agreements made and performed there.