

Martin's Super Markets Privacy Policy

Introduction

We collect personal information on this website and through our various promotional programs including, but not limited to, text alerts, voice messaging alerts, email messaging, couponing, and postal mailers ("Promotional Programs"). The following privacy policy applies to Martin's Super Markets' website (www.martins-supermarkets.com, the "Site"), personal information we may collect from you at our stores, all Martin's Promotional Programs, and generally to Martin's collection of personal information, but it does not apply to any websites linked to the Site operated by a third party. These websites are not owned or operated by us and are not under our control. They have their own privacy policies. You may want to review the privacy policies of these sites and how they collect and use personal information. Please note that the Pharmacy portion of our Site has its own notice of privacy practices because of requirements by the federal government.

Privacy and Security

Martin's has adopted policies that govern our collection and use of personal information and we expect our employees to comply with these policies. We are accountable for complying with these policies and will take reasonable and timely steps to ensure compliance. Except as described in this Policy or as otherwise required by law, we will not sell, rent or give information which identifies you personally to anyone. Personal information is information about you that is not publicly available and can identify you, such as your name, mailing address, email address, and phone number.

What Personal Information Do We Collect?

- When you visit the Site, our web server automatically recognizes your domain name, IP address, your computer's operating system, browser type, the address of the web page you're coming from and of those pages you visit on our Site. We may store that information and use it to customize content presented to you. We use this data in the aggregate to determine how much our customers use parts of our Site so we can improve it. But, we don't automatically recognize or collect your name, email address, home address or telephone number unless you have specifically provided this information to us on the Site.
- We do collect personal information consisting of the email addresses of those who communicate with us via email, the email addresses of those who make postings to user-generated content areas, and information that customers volunteer, such as survey information and the information provided to enter an online sweepstakes.
- We may collect mobile and other phone numbers as part of our Promotional Programs and we may also collect your name with your phone number when you register for our Promotional Programs. You may choose not to provide this information, but then you will not be eligible to participate in the applicable Promotional Program.
- When you order goods (including Martin's Gift Cards) available for purchase on our Site, we collect additional personal information including your name, address, and phone number. We also collect the "ship-to" name and address, if different than your name and address. We do not process your payment on our Site, therefore we do not collect any payment information.
- You can correct or change your personal information www.martins-supermarkets.com by signing into your account.
- We and our partners collect information about you when you visit the Site, such as the pages you visit and product information you view. We may do this by any or all of cookies, flash cookies, pixel tags (also called clear gifs, web beacons, or web bugs), and/or iFrames. Cookies, flash cookies, pixel tags and/or iFrames may be placed by Martin's or by one of our partners. The information we collect helps us better manage the Site, provides ease of use of the Site for you, and provides more effective marketing to you.
- We use a third-party service provider to serve ads on our behalf across the Internet and sometimes on the Site. The service provider may also collect information about your visits to our the Site as well as other third party web sites and your interaction with our products and services by use of cookies, flash cookies or pixel tags for marketing/advertising purposes. The advertising used by our service provider does not include your name, address, or email address.

How Can You Manage Your Personal Information?

- When you go to www.martins-supermarkets.com, there is a prompt, Register/Login that allows you to manage your personal information. This link will send you to the account sign in. Once signed in, you can (1) change your personal profile, (2) unsubscribe from Martin's emails (other than administrative emails), and (3) manage your subscriptions to certain Promotional Programs.
- If you've previously opted in to text messaging or prerecorded phone messaging, you may opt out by calling 574-234-5848. You may also reply STOP to any text message you receive on behalf of Martin's.

Your Consent

- By using our Site or our email messaging, text alerts, or voice messaging alerts programs, you consent to Martin's collection and use of your personal information as set forth in this privacy policy. By opting in to text messaging or pre-recorded phone messaging, you consent to such messages being sent using an automatic telephone dialing system or an artificial or prerecorded voice, and you are not required to opt in to text messaging or pre-recorded phone messaging as a condition of any purchase. If you do not agree with this policy or any of its terms, you may choose not to use our Site or participate in our email messaging, text alerts, or voice messaging alerts programs. **THIS PRIVACY POLICY IS NOT INTENDED TO AND DOES NOT CREATE ANY CONTRACTUAL OR OTHER LEGAL RIGHTS IN OR ON BEHALF OF ANY PARTY.** Martin's reserves the right to amend this policy at any time by notifying users of the existence of a new policy via postings on our Site. Your continued use of the Site or our email messaging, text alerts, or voice messaging alerts programs following the posting of changes to this policy constitutes your acceptance of those changes.

If You Have any Questions or Comments

- You may contact us at:
Martin's Super Markets
P. O. Box 2709
South Bend, IN 46680
Email Address: customercare@martins-supermarkets.com
Phone: 574-234-5848

Policy Revisions and Updates

- This privacy policy will continue to be reviewed and revised as changes occur in Martin's business and technology or to laws that affect this policy. All information collected is subject to the privacy policy in effect at the time of use. Changes will be posted on this Site with an updated effective date. Please check our Site periodically to see the current policy.
- Last Revision Date: October 28, 2013