

## Green Hills SmartShop Privacy Policy

**1. Welcome.** Thank you for visiting our website. At Green Hills Farm Stores, Inc. (“Green Hills”), we are committed to protecting your privacy. Green Hills recognizes that it is critical for individuals to be confident that their privacy is protected when they visit the Green Hills website. This Policy describes what information is collected and how that information is used.

**2. We Do Not Sell Your Information.** Green Hills does not sell the personal information collected from this website to others.

**3. Information Collected Automatically When You Visit the Green Hills Website.** When visiting this website, Green Hills automatically collects and stores the following information about your visit:

- 3.1.** The internet protocol address and domain name used, but not the email address; the internet protocol address is a numerical identifier assigned either to your internet service provider or directly to your computer;
- 3.2.** The type of browser and operating system used;
- 3.3.** The date and time you visited this site;
- 3.4.** The web page or pages of services you accessed at this site; the website you visited prior to coming to this website; and the website you visited as you leave this website.

The information collected automatically is used to improve this website’s content and help Green Hills learn how users are interacting with the website. This information is collected to determine frequency, as well as method of access.

**4. Cookies.** Cookies are simple text files stored on your web browser to provide a means of distinguishing among users of the website. The use of cookies is standard practice among Internet websites. To better serve you, we use “session cookies” to enhance or customize your visit to this website. Session cookies can be created automatically on the device you use to access the Green Hills website. These session cookies do not contain personal information and do not compromise your privacy or security. We may use the cookie feature to store a randomly generated identifying tag on the device you used to access this website. Session cookies are erased during operation of your browser or when your browser is closed.

**5. Personal Information Collected.** The only personally identifiable information we collect about you is provided voluntarily by you. You can visit our website without revealing personal information; however, in such case you may not benefit from our promotions or receive product information. We collect information from the following sources:

**5.1. Your Emails.** You may send an email to Green Hills via our “contact us” page, or by signing up for weekly advertisements. Your email address and the information included in your message will be collected and used to respond to you.

**5.2. Green Hills Card.** When you complete an application for a Green Hills Card you provide your name, address, phone number, date of birth, and email address. If you wish to have check cashing privileges, you provide the type of check (e.g. personal, payroll, and government), your employer’s name, your address, phone number, and driver’s license number.

**5.3. SmartShop™.** During your visit to this website, you may utilize SmartShop™. Smartshop™ allows you to create a shopping list, which can be accessed via an in store Kiosk. In order that we may bring you individualized offers specific to your household, Smartshop™ records your Green Hills Card number and shopping preferences.

**5.4. Point of Service.** During checkout, at the point of service, we collect specific information as to goods purchased, your Green Hills Card number, together with payment information.

In an effort to better serve our customers, information collected through the methods outlined above is linked to your Green Hills Card number and stored at Green Hills. Additionally, this information may be used as set forth below.

**6. Disclosure to Third Parties.** We employ or partner with other companies to perform certain functions on our behalf and these companies have access to your personal information. When possible we do not provide customer-specific information in providing information to third parties (you are assigned a random number, or data is aggregated). Additionally, these companies have entered into agreements with Green Hills Farms Stores, Inc. promising not to disclose, use for other purposes, sell or otherwise transfer your personal information.

**7. Other Circumstances of Disclosure.**

**7.1.** Participation in an online transaction resulting in the disclosure of personal information to Green Hills by the user, whether solicited or unsolicited, constitutes consent to the collection and disclosure of the information by Green Hills for the purposes reasonably ascertainable from the nature and terms of the transaction.

**7.2.** Green Hills may collect or disclose personal information without user consent if the collection or disclosure is: (1) for the purpose of validating the identity of the user; (2) of information to be used solely for statistical purposes (that is in a form that cannot be used to identify any particular person); or (3) to a vendor in a form that cannot be used to identify any particular person.

**7.3.** Green Hills may disclose personal information to federal or state law enforcement authorities to enforce Green Hills' rights against unauthorized access or attempted unauthorized access to Green Hills' information technology assets or against other inappropriate use of this website.

**8. Access to Personal Information Collected Through This Website; Retention.** Green Hills gives you access to your records for updating and viewing purposes. You can access your account at [www.greenhills.com](http://www.greenhills.com). Information, including personal information that you submit, is retained indefinitely.

**9. Confidentiality and Integrity of Personal Information Collected Through This Website.** The following security procedures have been integrated into the design, implementation and day-to-day operations of this website as part of our continuing commitment to the security of electronic content as well as the electronic transmission of information:

**10.1.** We maintain electronic safeguards to protect the security and confidentiality of information provided to this website. We utilize secured transaction features.

**10.2.** Green Hills limits employee access to personal information collected through this website to only those employees who need access to the information in the performance of their jobs. Employees who have access to this information are required to follow appropriate procedures in connection with any disclosures of personal information.

**10.3.** For website security purposes and to maintain the availability of the website for all users, Green Hills employs software to monitor traffic to identify unauthorized attempts to upload or change information or otherwise damage this website.

**11. Links to Other Websites.** In order to provide users with certain information, Green Hills provides links to other websites. A link does not constitute an endorsement of the content, viewpoint, accuracy, opinions, policies, products, services or accessibility of that website. Once you link to another website from this website you are subject to the terms and conditions of that website, including, but not limited to, its Internet privacy policy.

During your visit to this website, you may link to mywebgrocer.com to “shop online”. Mywebgrocer.com is a separate entity from Green Hills with separate terms and conditions including, but not limited to, its internet privacy policies.

**12. Children.** Green Hills recognizes the importance of children’s safety and privacy on the Internet. For this reason, and in compliance with certain laws, we do not intentionally collect personally identifiable information from children, nor do we offer content targeted to children. We ask that children under the age of thirteen do not use our site.

**13. Contact Information.** For questions regarding this Internet privacy policy, please contact:

Via Email:

info@greenhills.com

Via Regular Mail:

Lisa Piron

Director of MIS

5933 South Salina Street

Syracuse, New York 13205

**14. Revisions.** Because of the evolving nature of technologies and the way we conduct business, we may amend this policy from time to time and will post any revisions on this site.

Policy last revised on June 30, 2005.