

PRIVACY STATEMENT

Dave's is committed to protecting your privacy. This Privacy Policy explains our data processing practices and your options regarding the ways in which your personal data is used. Please note that the practices of Dave's, its affiliates, and agents, with respect to data collected and used by Dave's in connection with this website and all other websites of Dave's and its affiliates with links to this policy are governed by this online privacy policy ("Privacy Policy") as amended from time to time, and not the privacy policy in effect at the time the data was collected. Please regularly review our Privacy Policy. If you have objections to the Privacy Policy, you should immediately discontinue use of the Site and the Products and Services enabled by the Site.

What kind of information is collected about you?

- Dave's collects the details provided by you on registration together with information we learn about you from your use of our service and your visits to our web site and other sites accessible from them. We also collect information about the transactions you undertake including details of payment cards used. Dave's will collect information including your name and address, record of purchases and other information that you may elect to give.
- From time to time, we may ask you to complete a survey, and/or offer you the opportunity to participate in sweepstakes or other promotion through our Sites, or through a third party platform. If you choose to participate in a such a promotion or survey, we will collect, store, use, and disclose the information you provide in accordance with this Privacy Policy unless stated otherwise, such as in the official rules (or other guidelines) of the promotion or as stated in another privacy policy that may govern that promotion. Your information may be used to contact you for winner notification, prize delivery confirmation or other related purposes and/or in accordance with this Privacy Policy. Your entry in the promotion may also result in your being added to our mailing lists as well as those of our promotional partners associated with the contest or sweepstakes. Acceptance of a prize may require you (unless prohibited by law) to allow us to post publicly some of your information on any of our Sites, such as on a winner's page, in the event you win a contest or sweepstakes. In some instances, a third-party advertiser or sponsor may operate or host a promotion on or through our Sites, and collect your information. In those cases, where we are not the sponsor or operator of the promotion, we have no control over the information collected and you should review the official rules as well as the advertiser's or sponsor's privacy policy applicable to the promotion before participating.

Use of Your Information and Changes

We will use your information to provide and personalize our service. We will also use your contact details to regularly communicate with you. We may use your information to send you

offers and news from Dave's and services or those of other carefully selected companies which we think may be of interest to you. We may contact you by post, email, telephone or fax for these purposes. Once you have registered to use www.davesmarket.com, www.davesdelivers.com and/or www.davesmercadodelivers.com you can choose the kind of information you want to receive by email. If you do not wish to receive email communications, please follow the opt-out instructions on the email you received. If you opt-out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you. You may send requests about personal information to our Contact information below. You can request to change contact choices and update your personal information.

Disclosures of Your Information

Your information may be used by all Dave's companies. We will never pass your personal data to anyone else, except for any successors to our business and the suppliers that process data on our behalf both in the US and abroad. We may also use and disclose non-personally identifiable information for marketing programs, advertisers and partners.

Dave's may display targeted advertisements based on personal information. Advertisers (including ad serving companies) may 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.

Dave's does not provide any personal information to the advertiser when you interact with or view a targeted ad. However, by interacting with or viewing an ad you are consenting to the possibility that the advertiser will make the assumption that you meet the targeting criteria used to display the ad.

We may transfer information about you if Dave's is acquired by or merged with another company. In this event, Dave's will notify you before information about you is transferred and becomes subject to a different privacy policy by updating this page.

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 Dave's terms of use, or as otherwise required by law.

Other Web Sites

Our web site may contain links to other web sites which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

Cookies

Dave's Markets and its service providers may use cookies, web beacons, Uniform Resource Locators (URL), and similar technologies to manage our websites and email messages and to collect and track information about you and your activities online at our websites over time and across third-party websites or online services including, but not limited to, your computer's Internet protocol address and operating system, your browser type, the site from which you linked to our site, the time and date of your visit, how you use our services, and what products and services you purchase. In addition, we or our service providers may use local shared objects (or Flash cookies) to collect and store information about your preferences and how you interact with our websites and mobile applications. These technologies help us to recognize you, customize or personalize your shopping experience, store items in your online shopping cart between visits, and analyze the use of our services and solutions to make them more useful to you. These technologies also allow us to aggregate demographic and statistical data and compilations of information, which may or may not include personal information, and provide this information to our service providers. We may also link this information with other personal information about you and may use this linked information to allow third parties to serve ads on our websites or mobile applications or to serve our ads to you on a third party's website. If you "click through" to or otherwise visit third-party websites, they may also collect information about you and your visit. This Privacy Policy does not apply to, and we are not responsible for, the practices of third parties that collect your personal information. We also encourage you to check the privacy policies of other third parties whose information you find on our website to learn about their practices with respect to the collection, use, disclosure, and protection of your personal information.

Access by Children

Dave's Markets and all of its websites are not directed towards children under 13 years of age and we request that children under 13 do not provide information about themselves.

Changes in This Privacy Statement

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here.

Contact Us

We welcome your comments and questions about this policy. You may contact us through any of our sites that include a contact us feature, through our customer service at any Dave's Market or Mercado store, by mail or email for any reason.

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