



## **Shoptikal, LLC d/b/a Shopko Optical Online Privacy Policy**

This Online Privacy Policy (“Policy”) sets out our policies and practices for collecting, maintaining, using, sharing and protecting personal information of all users of our website (“Site”).

We respect your privacy. We maintain reasonable and appropriate safeguards to help protect your personal information from loss and from unauthorized acquisition. We monitor activity on our Site to prevent any unauthorized disclosure of information.

### **THE INFORMATION WE COLLECT**

When you interact with us on the Site or use our services, we may collect personal information that you choose to provide, such as your name, address, email address, phone number, payment information, demographic information (such as your income level and gender), date of birth, information regarding your membership with other organizations (e.g., to provide discounts), and any other information you choose to provide. If you contact our customer service department, you may need to provide us with additional information so that we can respond to your questions or concerns as completely and thoroughly as possible. If you create an on-line account with us, we collect your username and password. If you are providing delivery information or other information which is not your own, then you must have that person’s permission to give us their information and for us to use and share it for the purposes specified.

If you apply for a job through our Site, we will collect any information you provide in your application, including, but not limited to, educational background, employment history, and references.

When the information that we collect is considered “protected health information” (“PHI”) as defined by HIPAA, we will handle that information in accordance with our [HIPAA Notice of Privacy Practices](#). Please visit that notice for information on our privacy practices, our legal duties, and your rights concerning your PHI.

We (or third parties operating on the Site) also may automatically collect technical information when you use our Site (for example, browser version, IP address, Internet service provider, referring/exit pages, operating system, date/time stamp,

clickstream data and reference site domain name, and customer traffic patterns and website usage). We may use cookies or similar technology to collect this information. We may receive information about you from third parties and combine it with information you have provided to us.

### **HOW DO WE USE THIS INFORMATION**

We may use the information we collect for any lawful purpose, including the following:

- 1) To administer a Site feature and/or to provide you with the relevant products or services.
- 2) To send you information/materials about products, offers, and news we think could interest you. This information may relate to Shopko Optical products, services, offers, and news regarding Shopko Optical.
- 3) To operate and improve the Site, including to analyze visits to the Site and learn about our visitors so we can operate the Site and improve our products and services and deliver the best user experience.
- 4) To communicate with you, including responding to your inquiries.
- 5) To comply with the law and to maintain the security of our Site.
- 6) As otherwise disclosed at the time of collection or use.

### **SHARING INFORMATION WITH THIRD PARTIES**

We do not sell your personal information but may share personal information that we collect with third parties as lawfully permitted, including as discussed below.

We engage service providers to perform services in connection with the operation of our business. We may share personal information with service providers so that they can perform these services. Examples of these services include text messaging services, product customization, marketing and promotional material distribution, website evaluation, data analysis and, where applicable, data cleansing.

We may release personal information if we believe in good faith that: (1) the law or legal process requires it; (2) we have received a valid administrative request from a law enforcement agency; or (3) such release is necessary or appropriate (in our sole discretion) to protect the rights, property, or safety of Shopko Optical, or any of our respective affiliates, service providers, customers, or others.

We share aggregated and de-identified information, and other technical information, without limitation. For example, we may share aggregated demographic information about the Site's visitors with our service providers or vendors, so that they can

provide marketing analysis and consult on advertising strategies. We also may share technical information, such as the number of users who visited the Site during a specific time period or who purchased a specific product through the Site, with our marketing service providers, advertisers, and others from time to time. This information generally is shared in an aggregated form.

### **DIGITAL ADVERTISING & ANALYTICS**

We may partner with ad networks and other ad serving providers (“Advertising Providers”) that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information Advertising Providers collect about your use of the Site and other sites or apps over time, including information about relationships among different browsers and devices.

This type of advertising is known as interest-based advertising and works to use your information to make ads more useful to you. You may visit [www.aboutads.info](http://www.aboutads.info) to learn more about this type of advertising.

We may also work with service providers that collect data about your use of the Site and other sites or apps over time for non-advertising purposes subject to their privacy policies. We use analytics providers such as Google Analytics to gather and analyze aggregated anonymous user information. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).

### **TRACKING ACROSS TIME AND TECHNOLOGIES DISCLOSURE**

Some information about your use of the Site and certain third-party services may be collected using tracking technologies across time and services and used by us and third parties for purposes such as to associate different devices you use and deliver relevant ads and/or other content to you on the service and certain third-party services.

### **THIRD-PARTY LINKS & PLUG-INS**

The Site may provide links to third-party websites or apps, including our social media pages. We do not control the privacy practices of those websites or apps, and they are not covered by this Policy. You should review the privacy policies of other websites or apps that you use to learn about their data practices.

The Sites may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share information

or you otherwise interact with social media features on the Sites, those social media companies may collect information about you and may use and share such information in accordance with their own policies, including by sharing such information with us or the general public. Your interactions with third-party social media companies and the use of their features are governed by the privacy policies of the companies that provide those features. We encourage you to read the privacy policies for any social media accounts you create and use.

## **YOUR CHOICES**

You can opt out of our email marketing. To unsubscribe, you can use the link provided at the bottom of each marketing message or newsletter or contact us at [socialmedia@shopko.com](mailto:socialmedia@shopko.com).

If you would like to learn more about how to opt out of interest based advertising on websites by companies participating in the Digital Advertising Alliance’s Self-Regulatory Program for Online Behavioral Advertising (“DAA”) (<https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf>). Some of these companies may also be members of the Network Advertising Initiative (“NAI”). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads.

You can opt out of Google’s collection and processing of data generated by your use of the Sites by going to <http://tools.google.com/dlpage/gaoptout>.

## **DO NOT TRACK SIGNAL**

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Note, however, there is no consensus among industry participants as to what “Do Not Track” means in this context. Like many online services, we currently do not alter our practices when we receive a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you can visit <http://www.allaboutdnt.com>, but we are not responsible for the completeness or accuracy of this third-party information.

## **CALIFORNIA RESIDENTS**

*Shopko Optical does not currently offer its products or services to California residents.*

## **CHILDREN’S PRIVACY**

We understand the importance of protecting children's privacy, especially in an online environment. Our Site- is not intentionally designed for or directed at children less than 13 years of age. We do not knowingly collect personal information from children under the age of 13 without the consent of the child's parent or guardian.

### **UPDATING YOUR INFORMATION**

You may request to view, update, or correct your personal information by contacting our at the information provided in the "Contact" section below. In order to protect your privacy, we will take steps to verify your identity before granting you access to the information or enabling you to make corrections.

### **UPDATES TO POLICY**

We may change this Policy at any time in our discretion. If we decide to change our Policy, we will post the changes on this page. Please review this page periodically to see any updates to the information provided here. This Policy was last updated on November 1, 2019.

### **CONTACT**

If you have questions or wish to contact us about this Policy, please direct inquiries to:

Shoptikal, LLC d/b/a Shopko Optical  
700 Pilgrim Way  
Green Bay, WI 54304  
Attn: Digital Marketing Department