

Types of information Collected:

- Name
- Mailing address
- E-mail address
- Phone (or mobile) number
- Date of birth or age
- Driver's license number
- Credit/debit card number
- Purchase/return/exchange information
- How you use our sites and mobile applications, search terms, pages you visit on Rodmans.com and our mobile applications and application performance
- Geo-location and in-store location
- Language Preferences

If you choose not to provide information, we may not be able to provide you with requested products, services or information.

How is Your Information Collected?

You Provide It to Us

We collect information that you enter on our digital properties or give us in other ways (e.g. when you contact Rodman's, order on Rodmans.com, or purchase a product in Rodman's).

Automated Information Collection

Third-party automated collection

We and our service providers use anonymous identifiers such as cookies and other technologies to collect and store certain types of information (e.g. click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID) whenever you interact with us or third-parties that use our services.

We also allow third-party companies (e.g., Google) to place tags on our digital properties once approved through our tagging process. The tags may collect information from your interactions on Rodmans.com. Our Privacy Policy does not cover these third party companies. Please contact these third party companies (e.g., Google) directly for more information about their privacy policy and your choices regarding the tags and the information collected by the tags.

Social Media Widgets

Our sites and mobile applications include social media features, such as the Facebook, Pinterest, and Twitter widgets. These features may collect information about you such as your IP address and which page you are visiting on our site. They may set a cookie or employ other tracking technologies to accomplish this. Social media features and widgets may be hosted by a third party. Your

interactions with those features are governed by the privacy policies of the companies that provide them.

Mobile Location Information

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services or our service providers. For example, precise geo-location can be used to help you find nearby Rodman's stores. To manage how you share your device's location settings, go to the Choices section of this privacy policy.

Cameras

We use cameras in and around our stores for operational purposes such as measuring traffic patterns and tracking in-stock levels. Cameras may also be used for fraud detection, theft prevention and security.

How Is Your Information Used?

Information we collect is used for a variety of purposes, including activities such as: processing transactions, helping our Guest relations representatives resolve issues, identifying fraud and improving our services. In addition, information we collect improves your experience by delivering more personalized interactions and advertising in digital (e.g. Rodmans.com, mobile app, other online sites) and social media (e.g., Facebook, Pinterest), as well as TV and Video platforms.

We also use information we collect for reporting and analysis purposes. We examine metrics such as how you are shopping on our website, in our stores and on our mobile applications, the performance of our marketing efforts and your response to those marketing efforts.

Our Purposes (including but not limited to marketing)

- Deliver coupons, mobile offers newsletters, in-store receipt messages, emails, mobile messages, targeted advertising and social media notifications
- Provide interactive features of the website or mobile applications, such as product reviews or Weekly Ad, send marketing communications and other information regarding products, services and promotions
- Administer promotions, surveys, and focus groups
- Improve Guest experiences
- Conduct research and analysis
- Perform other business activities as needed, or as described elsewhere in this policy

Product and Service Fulfillment

- Fulfill and manage purchases, orders, payments, and returns/exchanges
- Respond to requests for information about our products and services in our stores, on our websites or mobile applications, or to otherwise serve you
- Connect with you regarding guest service via phone, email, in store, or on social media or internet chat platforms. Provide services such as Gift Registry or a shopping list

- Manage subscription services, including order management, billing, improving reorder experiences, communicate with you about your subscription, and offer other products and services that may be of interest to you
- Administer sweepstakes and contests
- Conduct a transaction where we collect information required by law (for example, pseudoephedrine or age-restricted purchases)
- Allow you to, using our mobile applications: find a store nearest to your location, show you a map of the store (if available), use our drive up (where available) capabilities, add and redeem offers, search for products and check availability, check prices, provide product ratings and reviews, track your orders, scan a UPC barcode or QR code, use voice recognition to add to your list, update information, etc.

Cross-Context

We merge data collected from our own websites and mobile apps. Examples of the data collected include: cookie IDs, device Advertising IDs (such as Apple and Google's Advertising Identifiers); transaction and browsing history; your interaction with our online and mobile advertisements, including advertisements we serve within our emails and advertisements that we serve on behalf of third parties through Mailchimp, information about ads we serve, such as which ad was served, your interactions with the ads, and the URLs where the ads are served from marketing partners such as Google.

Social Media

Rodman's engages with Guests on multiple social media platforms (e.g., Facebook, Twitter, and Instagram). If you contact us on one of our social media platforms, request guest service via social media, or otherwise direct us to communicate with you via social media, we may contact you via direct message or use other social media tools to interact with you. In these instances, your interactions with us are governed by this privacy policy as well as the privacy policy of the social media platform you use.

Social Media Ads

We may display targeted ads to you through social media platforms. These ads are sent to groups of people who share traits such as likely commercial interests and demographics. For example, we may target guests who have expressed an interest in shopping for groceries, cosmetics, clothing, etc. See the policies of each social media platform for additional information about these types of ads.

Prevention of Fraud and Other Harm

Prevent fraudulent transactions, monitor against theft and otherwise protect our Guests and our business.

Legal Compliance

For example, assist law enforcement and respond to legal/regulatory inquiries

How is Your Information Shared?

Legal Requirements

We may disclose information we collect when we believe disclosure is appropriate to comply with the law; to enforce or apply applicable terms and conditions and other agreements; to facilitate the financing, securitization, insuring, sale, assignment, bankruptcy, or disposal of all or part of our business or assets; or to protect the rights property or safety of our company, our guests or others.

Elsewhere at Your Direction

At your direction or request, or when you otherwise consent, we may share your information.

Business Transfers

In connection with the sale or transfer of some or all of our business assets, we may transfer the corresponding information regarding our guests. We also may retain a copy of that guest information.