



Search



\$0.00

How We Collect Your Information



# How We Collect Your Information

There is some information that you voluntarily share with us. This includes information used to register for our loyalty program or to create an account on our websites. For example:



- Name, address, phone and email
- Payment information
- Communication and shopping preferences
- An encrypted version of your password
- Driver's license number for certain types of sales and for ID verification

We collect some information when you visit our stores, websites or use our mobile apps, or when you use our online services or view our online advertisements.

We may collect this information automatically and link it to other information we already know about you. For example, when you sign up for our loyalty program, we may associate your in-store shopping activity with your online activity when you engage with our websites or mobile apps. Additionally, when you are logged in to our websites or use our mobile apps, we may link the device IDs or types to your account.

This includes pages you visit on our websites, items you add to your online shopping list, coupons you download and redeem from us, and purchase information.

In addition, we may collect information when you use our mobile apps, including device location (if you choose to turn this feature on).

If you choose to connect to our in-store wireless service, we may collect websites you visit and your mobile device identifier so you can automatically be connected.

## Cookies, web beacons and other technology.

When you visit our websites, access our mobile apps or open one of our emails, we may automatically collect information about you using tracking technology, including:

- Internet Protocol address
- Unique device or user ID
- System and browser type
- Referring website address
- Content and pages you access on our websites or mobile apps
- Dates, times and locations when actions take place

We use this technology for system administration and troubleshooting, and to identify you so we can enhance your online experience.

### Third-party technology.

We use third-party technology to better understand your online behavior. By doing so, we can present relevant content online and send you relevant emails.

Our Privacy Policy does not cover the use of cookies by others, including online tracking companies. As with all website owners, we do not have access or control over the cookies placed on your computer by other websites you may visit.

When you connect to one of our websites or mobile apps through a third party, we may collect information from their website. For example, if you choose to associate your social media identity with The Kroger Co., the site may provide us with certain information from your social media account.

This may include, without limitation:

- User ID
- Interactions with our posts
- Certain demographic information
- Other information shared with us based on your account settings

We may also gather information about you from other sources, including consumer research firms and public databases.

We provide links to third-party websites in order to provide additional goods, services or information to our Customers. Any information or Kroger-specific information, such as loyalty program data, you provide when accessing a third-party website is subject to that company's privacy policy. Please know that The Kroger Co. is not responsible for information you provide directly to a third party. If you register for or use such third-party websites, both The Kroger Co. and the third party may receive information collected through the use of the websites, as described in the privacy policies on those websites.



[Why We Collect](#)

Connect With Us:



Download the App:



ABOUT OUR COMPANY

CONTACT US

CUSTOMER SERVICE

SERVICES

[How We Share](#)

Earn FREE GROCERIES!



Save More on Fuel

GET THE CARD

Learn More

Save on Fuel

Earn Free Groceries

Manage My Card

[How We Protect](#)

All Contents ©2019 The Kroger Co. All Rights Reserved

If you are using a screen reader and having difficulty with this website, please call [1-800-576-4377](tel:1-800-576-4377).

[Pharmacy Privacy Notice](#)

[Terms and Conditions](#)

[Privacy Policy](#)