# **RetailNext Privacy Policy**

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### **Legal Information & Notices**

We collect the email addresses of those who communicate with us via email, aggregate information on pages consumers access or visit, and information volunteered by the consumer (such as survey information and/or site registrations). The information we collect is used to improve the content of our web pages and the quality of our service, and is not shared with or sold to other organizations for commercial purposes, except to provide products or services you've requested, when we have your permission, or under the following circumstances:

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 Terms of Service of the specific application, or as otherwise required by law.

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

# Information gathering and usage

When you register for any RetailNext product we may ask for information such as your name, company name, email address, billing address, credit card information. RetailNext uses collected information for the following general purposes: products and services provision, billing, identification and authentication, services improvement, contact, and research. RetailNext does not share your personal information with third parties, unless explicitly approved by you.

## **Data storage**

RetailNext uses third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run our services. Although RetailNext owns the code, databases, and all rights to the RetailNext applications, you retain all rights to your data.

#### **Disclosure**

RetailNext may disclose personally identifiable information under special circumstances, such as to comply with subpoenas or when your actions violate the Terms of Service of any of our applications.

# **Changes**

RetailNext may periodically update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your RetailNext service primary account holder account or by placing a prominent notice on our site. You retain the right to access, amend, correct or delete your personal information where it is inaccurate at any time. To do so, please contact support@retailnext.net.

## **Questions**

Any questions about this Privacy Policy should be addressed to info@retailnext.net or by mail at: RetailNext, 60 South Market Street, Floor 10 San Jose, CA 95113, USA.