

Privacy Policy

www.rvcf.com

Revised 5-31-13

This Privacy Policy is applicable to all websites operated by **Retail Value Chain Federation (RVCF)** (referred to herein individually and in the aggregate referred to as "Company", "we" or "our") Internet websites.

Website Practices

We do not seek to collect personally identifiable information from website visitors, except (a) when they have provided such information in connection with registration for free or paid services, submission of content, community postings, etc., ("Subscribers"); or (b) if we suspect our websites are being misused.

We do collect website visitor IP addresses and domains, which we may use for analysis, marketing or for security purposes.

Subscribers may be required to provide their business contact information and, if they are purchasing services, their approval of a mandatory on line "click through" agreement governing the use of these services, and their credit card information for payment. Subscribers will be issued personal logon IDs and passwords.

Cookies. After a Subscriber has logged in to the Services with a user name and password, we use "Cookies" to identify you during the course of the session, and to facilitate access to and use of the site. Upon the termination of the session the cookie will be deleted, or retained, as you choose, in your browser.

Information Use

The personally identifiable Subscriber information that we collect is used to complete requested transactions, provide our services, update our databases, and provide Subscriber support, and you agree we may contact you for these purposes, as well as for related marketing promotions and new services. If you do not wish to receive these communications, we encourage you to opt out of any further receipt by following the opt-out provisions provided in each such communication.

We may use accountants and legal counsel, as well as outside contractors to support our administration, operations, systems or websites who, in providing their service, may use the information in accordance with this policy.

Also, Subscribers and visitors should be aware that when third parties offer subscription and/or registration-based services accessed through our website. We also provide information to credit card processors, if applicable. We are not responsible for any actions or policies of such third parties and visitors should check the applicable privacy policy of such party when providing personally identifiable information.

RVCF has been opted-in to "The LeadLander Contact Network." LeadLander is a web analytics tool, similar to Google analytics. However, The LeadLander Contact Network pools together contact information collected through any rvcf.com forms or e-mail campaigns and any other

LeadLander opted-in website forms or e-mail campaigns to identify a visitor to the rvcf.com website. Whenever a visitor goes to ANY LeadLander opted-in website, LeadLander can display the visitor by their name and e-mail address in its reports.

SUBSCRIBERS AND VISITORS NEED TO BE AWARE THAT WHEN THEY DISCLOSE PERSONALLY IDENTIFIABLE INFORMATION (i.e., NAME, E-MAIL ADDRESS, RESUME INFORMATION, etc.) ON BULLETIN BOARDS, GROUP EMAIL DISTRIBUTION, SOCIAL NETWORKING SITES, JOB BOARDS, OR FORUMS, IT IS AT THEIR OWN RISK AND THAT INFORMATION, ALONG WITH THE CONTENT OF THE COMMUNICATION, MAY BE VIEWED AND USED BY OTHER MEMBERS OF THE "COMMUNITY" OR THIRD PARTIES THAT MAY HAVE ACCESS.

Confidentiality and Security Safeguards

We take extensive steps to protect against unauthorized access to data, including secure access provisions, as well as physical protection provided at our hosting sites, and we do not store personally identifiable information on our web servers. Further, employees that handle confidential information are required to treat it confidentially and may not disclose it to unauthorized third parties.

Credit Card Security

We employ SSL encryption for secure credit card transactions, and have been awarded a Trustwave™ Information Security and Compliance Seal.

Disclosure of Information

We may disclose visitor information if requested or required to by law, court order, or government or law enforcement authority. In addition, we may in our sole discretion disclose visitor information if we believe in good faith that disclosure is necessary or advisable for any reason including without limitation rights or properties of our company, or any third party.

Changes

We reserve the right to change this privacy statement at anytime, so visitors should check refer to it on our website frequently. This privacy statement and the policies outlined herein are not intended to and do not create any contractual or other legal rights in or on behalf of any other person or entity.

Safe Harbor Framework

The company has certified its participation, and compliance with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the transfer of personal information from European Union member countries and Switzerland to the United States. The principles of Safe Harbor compliance are notice, choice, onward transfer, security, data integrity, access, and enforcement. Additional information about the Safe Harbor principles and certification process can be found at <http://www.export.gov/safeharbor/>

We work with the [EU Data Protection Panel](#) and the Swiss Federal Data Protection and Information Commissioner in the event of complaints from a party that has first tried to resolve the complaint directly with us.

Information Corrections, Questions, Marketing Opt-Out

Contact info@rvcf.com with any questions or to suggest a correction or opt out from receiving marketing emails.

For more information regarding this website Privacy Policy, contact:

Privacy Policy Manager

51 Cragwood Road - Suite 200

S. Plainfield, NJ 07080

info@rvcf.com

INFORMATION SERVICES ADDENDUM

Our Company is trusted by many companies to facilitate business-to-business trade decisions. For this purpose, we collect information from and on businesses. All of this information is business-related, but some data may be identifiable to the owners or executives of a business, which we limit to that which we believe is relevant for business trade decisions. This use represents a business, and not a personal, use.

Access and Correction

The information compiled by us incorporates a number of data elements for businesses, acquired from sources we believe to be reliable. If we are alerted to a possible error, we investigate and, if required, take corrective action immediately. In addition, we advise businesses that have accessed any materially incorrect information within six months of the notice of the error.

Security and Redistribution

We take extensive steps to protect against unauthorized access to non-public data, including SSL encryption, secure access provisions, as well as physical protection provided at our hosting site. Subscribers that purchase our services may not access them without first obtaining a written or approval of an online click-through agreement that defines the rights and responsibilities with respect to their use of the information. In addition individual logons and passwords are required.

Sources

Sources of information may include the subject businesses themselves, industry suppliers, other information and business data providers, as well as public record information, etc.

Information is "As Is" - Without Guarantee

The information compiled by us incorporates a number of data elements for businesses, acquired from sources we believe to be reliable. Accurate and timely data benefits our clients, the subject companies, and us. To help ensure quality data, we employ various software programs as well as quality assurance by employees.

HOWEVER, WE DO NOT WARRANT THE COMPREHENSIVENESS, COMPLETENESS, OR ACCURACY OF ITS DATABASES OR THE LISTS. THE INFORMATION IS PROVIDED TO OUR SUBSCRIBERS "AS IS" WITHOUT GUARANTEE, AND WE MAKE NO EXPRESS OR IMPLIED WARRANTIES, INCLUDING WITHOUT LIMITATION, ANY EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. WE SHALL NOT BE LIABLE FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL DAMAGES, LOST PROFITS OR ANY DAMAGES OF A

SIMILAR NATURE EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. FURTHER, LIABILITY IS LIMITED TO THE AMOUNT SPECIFIED IN THE WRITTEN OR ON LINE CLICK THROUGH AGREEMENT ("AGREEMENT") APPROVED BY THE SUBSCRIBER IN CONNECTION WITH HIS SERVICES, OR, IN THE EVENT OF A USE WITHOUT AN AGREEMENT, THE PRO-RATED AMOUNT THAT WAS PAID FOR THE SINGLE SUBJECT-COMPANY DATA/REPORT WHICH GAVE RISE TO THE CLAIM.