



The Kroger Co. Family of Stores



Privacy Policy
Effective August 23, 2016

**Protecting your privacy.
Improving your
shopping experience.**

Your trust is very important to us. That's why we aim to be clear and transparent about why we collect information, the information we collect, how we use that information, and the choices you have regarding our use of it. We can also collect, use and share aggregate or anonymous data that does not identify you.

We collect that information to save you time and money, and to make your shopping experience better.



Why We Collect
Your Information



How We Collect
Your Information



How We Share
Your Information



How We Protect
Your Information



Why We Collect Your Information

Below are examples of how Customer data helps us create a better, safer experience in our stores and on our websites.

To Improve

- Enhancing your shopping experience with us, in-store and online
- Developing new products and services to meet your needs
- Better understanding your use of our products, services and websites
- Determining your satisfaction with our programs and services

To Communicate

- Sending relevant information and personalized communications, including ways to save on items you buy most often
- Providing personalized content and experiences on our websites, mobile apps and mail
- Displaying personalized offers, information and ads from The Kroger Co. or our marketing partners (as defined in “How We Share Your Information”) on other websites and mobile apps
- Sending product recall notifications to help keep you and your family safe
- Responding to your comments, requests and applications for career opportunities

To Protect

- Processing payments securely
- Safeguarding the property or other rights of our Customers, Associates and company
- Legal compliance for purchase of certain products



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.



How We Collect Your Information

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.

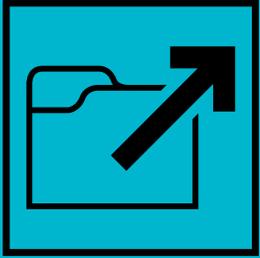
When you connect to one of our websites or mobile apps through a third party, we may collect information from their website. For example, if you choose to associate your social media identity with The Kroger Co., the site may provide us with certain information from your social media account.

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.

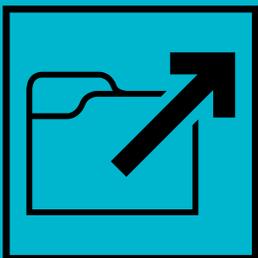


How We Share Your Information

We share the information we collect within The Kroger Co., and also with our affiliates, service providers and marketing partners who have agreed to the appropriate security and confidentiality requirements.

We may rely on these partners to:

- Host our websites
- Deliver postal and electronic mail, and mobile messages
- Conduct analysis to improve our products, websites and store experiences
- Fulfill orders you place, manage payments and answer your questions
- Analyze data, sometimes combined with other sources, so that we can send more relevant communications to you
- Display online, mobile or other advertising based on your purchases, activity on websites and mobile apps, and preferences you share with us



How We Share Your Information

Purchase-Based Advertising

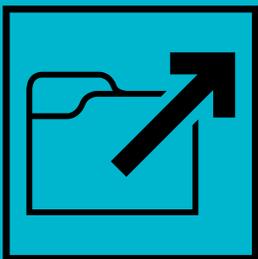
If you would prefer your purchase history not be used to personalize advertising you already receive online, on mobile devices or other digital channels, you can choose and manage your preferences via your [Communications Settings](#) or contact us at 1-866-221-4141. Please allow reasonable time for any changes to your settings to take effect.

Interest-Based Advertising

Interest-based advertising (sometimes called “online behavioral advertising”) uses information collected from your online behavior across multiple websites that you visit, or across multiple devices you may use, in order to predict your preferences and show you ads that are most likely to be of interest to you. You can learn more about interest-based advertising by visiting the NAI’s Learn More page at NetworkAdvertising.org/Understanding-Online-Advertising or the Digital Advertising Alliance at AboutAds.info

In an effort to provide you with relevant content and offers that may be useful to you, we may partner with third-party companies to display content, offers or advertising that is tailored to your interests based on how you browse and shop online and in our stores.

These third-party companies use non-personally identifiable information such as browser type, hardware or software information, cookies, session ID, time or date, and click-stream information. They may also collect and share personally identifiable information, such as a static IP address. We may provide your personal information to third-party companies that display purchase-based or interest-based ads. In addition, others (advertisers and ad networks, ad serving companies, or other service providers) may infer user interests or purchase history based on interactions with, or clicks on, personalized ads or content.



How We Share Your Information

Your password and login information are never shared.

Other reasons we may share your information:

- To safeguard the rights and property of our Customers, the public or The Kroger Co.
- When we believe disclosure is necessary to comply with the law, regulatory requirements or requests from public authorities
- For fraud prevention

Additionally, if The Kroger Co. or a business unit is sold to another company, we will maintain our current Privacy Policy until data is transferred to that new company and data is covered by their privacy policy.

We use appropriate technical, administrative and physical procedures to prevent loss, misuse or alteration of your information. For example, we use Transport Layer Security (TLS/SSL) to encrypt the information we exchange with you. That way, access to data is limited through the use of technological safeguards. We also comply with payment card industry data security standards during the processing of credit and debit card transactions.

We encourage you to use complex passwords and to change them regularly. While we use both passwords and usernames to protect information online, we also protect your information offline. Only Associates who need the information to perform a specific job are granted access to our Customers' data. Associates who violate Customer privacy safeguards are subject to disciplinary action, including termination.

Do Not Track

Do Not Track (DNT) is a privacy preference that you can set in certain web browsers. When you turn on DNT, the browser may send a signal or other message to web services requesting that they not track you. At this time, our information collection practices will continue to apply as described in this Privacy Policy, regardless of any DNT signals that are sent by certain browsers or selected by you. For more information about DNT, please visit AllAboutDNT.org



How We Protect
Your Information

Personal Health Information

We understand the importance of securing your health information. Therefore, we have special procedures in place to protect your Pharmacy records. In some circumstances, such as submitting personal health information for prescription refills, or providing online information during a visit to The Little Clinic, the use of your information will be subject to the requirements of the Health Insurance Portability and Accountability Act (HIPAA). Our Pharmacy Privacy Policy can be found in the Pharmacy section of our websites.

Children's Online Privacy

Our websites are for a general audience and are not geared toward children. We do not knowingly collect personal information from children under the age of 13 without prior consent of a parent or guardian. If you believe your child may have disclosed personally identifiable information to us, please call 1-800-KRO-GERS (1-800-576-4377) and we will remove it.

Our services are provided to U.S. Customers, and this Privacy Policy is governed by U.S. legal requirements. If you access our services from outside the U.S., such as by using our websites, you agree to the application of U.S. law. The Privacy Policy was posted and is effective as of August 23, 2016. We reserve the right to change our Privacy Policy at any time. You can always view the current Privacy Policy by clicking on the Privacy Policy link at the bottom of The Kroger Co. websites.



How We Protect
Your Information



Your Communications Preferences and Choices

We value our relationship with you, and communications are an important part of that relationship.

We understand that our Customers are individuals, and communications preferences will vary by Customer. That is why we offer you the ability to manage what types of communications you receive from us, and the ability to manage or change your preferences. Here's how you can do so:

Email, Mobile and Online Communications

If you have an online account with The Kroger Co., you can manage your subscriptions to email, mobile and online communications programs, such as our Weekly Ad and Specials & Promotions emails, via your Communications Preferences.

Purchase-Based Advertising

If you would prefer your purchase history not be used to personalize advertising you already receive online, on mobile devices or other digital channels, you can choose and manage your preferences via your Communications Settings. Please allow a reasonable amount of time for any changes to your settings to take effect.

Interest-Based Advertising

You can control your exposure to most interest-based advertising through the Digital Advertising Alliance, a group that has developed self-regulatory principles for interest-based advertising. Visit YourAdChoices.com for more information. In addition, some websites (such as Facebook) offer the ability to opt out of interest-based advertising directly on their sites. Please allow a reasonable amount of time for any changes to take effect.



Contact Us

If you have any questions or concerns, our friendly Associates are always ready to help. You'll find a list of contact information in the Contact Us section of our websites.