

BOSCOV'S PRIVACY POLICY

Welcome to Boscov's. At Boscov's we respect our customers and understand that you are concerned about privacy. Your trust is our most important asset – therefore we take the protection and proper use of your personal information seriously. In order to earn your trust, we want you to understand what personally identifiable information we collect, how we use such information and your choices regarding how we use this information.

Boscov's Privacy Policy

This Policy is applicable to consumer customers of Boscov's Inc. and its subsidiaries and affiliates, including Boscov's Department Store, LLC, Boscov's Investment Company, Inc. ("Boscov's") and its website, boscovs.com.

Categories of Information We Collect

Personally identifiable information means any information by which you can be individually identified, such as your full name, complete address, phone numbers, email addresses, driver's license number, social security number and date of birth. We may maintain and store personally identifiable information you provide to us, such as when you order from our website, provide delivery information, register products for extended warranty services or apply for a credit card account. We may collect personally identifiable information, such as demographic information, from third parties and other sources. We may also acquire customer lists from other parties so that we may invite potential customers to become new customers of Boscov's or visit us at boscovs.com. Boscov's reserves the right to collect or otherwise obtain personally identifiable information about customers and potential customers in any lawful manner.

How we Use Your Information

Boscov's uses your personal information to provide you with the best possible products and services and to otherwise conduct our business. We may share your information with Boscov's affiliated companies and third parties such as advertising partners, marketing partners and support services. For example, we may provide your delivery address to a carrier service or your email address to a marketing partner. In certain circumstances we may also disclose your personally identifiable information if we believe that it is necessary to contact you, if you ask us to do so, or when we believe doing so is required by law. Finally, Boscov's may share your personal information with unrelated outside companies so that they can directly market their products or services to you if we feel that a company offers products or services that we believe may be of interest. In the event that some or all of the business assets of Boscov's are sold or transferred, we may transfer the corresponding information about our customers.

Boscovs.com, Cookies and Other Internet Usage

A cookie is a small piece of information sent by a website that is saved on your hard disk by your computer's browser. It holds information a site may need to interact with you and personalize your experience. Cookies can be used by a website to recognize you, but that does not necessarily mean any personal information is stored in the cookies. At boscovs.com, we store no personal information about you in the cookies. Anything you choose to tell us about yourself (such as your address and email address) is stored separately on our secured servers.

We work with a third party company to assist us in better understanding how people use our website, This third party analyzes the information it collects from boscovs.com and returns it to us through a secure web connection. We use the information to help us understand your interests in our website and how to better serve you. This third party is required to maintain all of the information it collects and analyzes securely and in confidence. For more information view this [Link](#).

Any personally identifiable information you submit on a bulletin board, blog, chat room, comment about a product, or any other public forum on this Web site can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We recommend that you do not provide your name, e-mail address or any other personal information in such forums. Please note that if you choose to do so, it is at your own risk and you accept full responsibility for those posts and any consequences that may arise from posting this information.

At times we may partner with a third party to create a site that may look as if you are on a boscovs.com page. These sites may be co-branded or may have the look and feel of being on our site. However, the information collected on these pages may not be covered under the Boscov's Privacy Policy.

Your Choice

If you prefer not to receive certain communications from Boscov's or prefer that we not disclose certain personal information about you, you may opt out of those communications and disclosures; that is, you may direct us not to send emails or make those disclosures (other than disclosures permitted by law or otherwise exempt from your opt-out rights). If you wish to opt out of communications or disclosures of nonpublic personal information to unaffiliated companies, you may contact us: By Mail: Customer Service, ATTN: Privacy Manager, P.O. Box 4202, Reading, PA 19606; By Phone: 1-888-600-2728; By Email: PrivacyManager@Boscovs.com.

Security

Boscov's is committed to taking practical business measures to maintain the security of the information we collect. To try to prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place physical, electronic, and managerial procedures to safeguard and secure the personally identifiable information we collect.

Children's' Privacy

Boscov's website is not directed toward children under 13 and it is our site's policy not to knowingly collect personal information about any person under 13 years of age.

Policy Changes

We may change this Privacy Policy from time to time. When such a change is made, we will post a revised version on the boscovs.com website and make it available at our locations. Changes will be effective when they are posted and will apply to all information previously collected

California Privacy Rights

Pursuant to Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business shares with third parties for direct marketing purposes by such third party and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year.

To request a copy of the information disclosure provided by Boscov's pursuant to Section 1798.83 of the California Civil Code, please contact PrivacyManager@Boscovs.com

Vermont Privacy Rights.

In response to a Vermont regulation, we will automatically treat customer information with Vermont mailing addresses as if you exercised your opt-out rights without requiring you to call or write to us. And if we disclose information about you to nonaffiliated third parties with whom we have joint marketing agreements, we will only disclose your name, address, other contact or identification information, and information about our transactions or experiences with you.

This Privacy Policy was last updated and became effective on February 11, 2013

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