



### **CUSTOMER DATA POLICY**

Astro is in the business of supporting the independent retailer. The Astro platform is designed to help the retailer compete with big box and online outlets. In other words, Astro is aligned with the retailer's best interests. Selling customer data is not in the retailer's best interest. In fact, if a retailer uses Astro to manage frequent buyer programs your data is more secure than today. Astro stipulates that any customer information shared with a manufacturer per the terms of their frequent buyer program cannot be used to market products via any other outlet than that retailer. This does not exist today with paper cards submitted for credit. Further, distributors do not have access to customer contact data via Astro. They do with paper cards.

Astro only provides customer information to manufacturers per the terms of their programs. That's it! We do not sell customer data – Period! Not our business model and quite frankly not worth it. Our terms and conditions clearly state this.

### **RETAILER DATA SECRECY TERMS**

A Participating Manufacturer may require additional information for participation in specific programs or for all programs such as additional address and contact information. This information is to be used for promotion of the Participating Manufacturer's products via the Participating Astro Subscriber who signed up the Member for the program or was identified by the Member as the Participating Astro Subscriber who referred the member to the program. Each Participating Manufacturer has agreed to not intentionally use this contact data to promote purchases at any outlet other than the Participating Astro Subscriber who was source of the data or the referral. Further, Astro Loyalty will not share client data with any third party except authorized fulfillment partners without prior written consent of client.

### **MANUFACTURER DATA SECRECY TERMS**

Client may have access to information regarding Astro members that participate in programs selected by Client such as the first and last name of members, program name and any pet information provided. Client may require additional information for participation in specific programs or for all programs such as address and contact information. Client agrees to not intentionally use this contact data to promote purchases at any outlet other than the subscribing retailer that was source of the data or the referral. Astro agrees that it will not share any customer data related to Client's products that Astro receives under this Agreement with any third party without the prior written consent of Client. Client agrees not to share this information with any third party without prior written consent of Astro.