



Shopping Just Became a More Rewarding Experience!



ZAGARA'S
• LOYALTY •

www.zmp1936.com

ZMPreferred Privacy Policy & Terms of Use

York-Lee, Inc. d/b/a Zagara's Marketplace (the "Company") recognizes that privacy is very important to our customers, and we are committed to protecting the security and privacy of any Personal Information ("PI") that our customers provide to us such as names, addresses, telephone numbers, e-mail addresses, dates of birth, driver's license number, and checking account information.

The Company values our customers' trust and we promise to safeguard the PI shared with us through purchases in our marketplace and participation in the ZMPreferred Loyalty Program. The Company will not release PI about customers without their permission, except as required by law or legal process, or as set forth below. The Company will not sell customers' information to third-parties unrelated to the Program.

This Privacy Policy & Terms of Use discloses the Company's data collection, usage and protection of PI arising out of the ZMPreferred Program (the "Program"), application and customer's participation in the Program. Customers acknowledge that their participation in the Program is contingent on acceptance of these Terms of Use.

The PI Collected

It is the Customer's choice and sole decision to provide the Company with their PI. By applying for and participating in the Program, customers agree to allow the Company to contact them by various means relative to promotions, recalls, and other information of interest. The Company may use PI to create promotional programs specifically tailored to purchases, the frequency of visits and quantity of purchases, among others.

Use of Third-Party Vendors

The Company may be required to disclose certain customer PI to its trusted third-party vendors to complete purchases, transactions, rewards, credit or debit transactions through the use of the ZMPreferred Gold Card. The Company, by contract, requires its third-party vendors to comply with state and federal data privacy standards. The Company and its vendors reserve the right to retain the PI it collects for as long as the Company or vendor has a legitimate business reason and to comply with applicable law or regulations.

Security of PI

The Company has implemented certain data privacy policies to safeguard the PI that the Company owns, uses, stores or collects. The Company uses commercially-reasonable measures to protect against unauthorized access to or use of the PI we collect and as necessary to comply with the Payment Card Industry Data Security Standards (PCI DSS).

Changes to Privacy Policy & Terms of Use

As changes occur in the Company's business, advancements in technology and amendments to the various state and federal data privacy laws, the Company will continue to review and revise this Privacy Policy & Terms of Use. Customers have the option to update, change and/or delete membership status in the Program at any time for any reason. Upon termination and/or cancellation of the Program by a customer, the Company will have no liability to any member and is automatically released from all claims by such member in respect to the termination,

cancellation or forfeiture of ZMPreferred Gold Points, Gold Dollars, redemption of points, or otherwise in respect of such termination or cancellation.

Changes to ZMPreferred Program

The Company has the right to add, modify, discontinue, remove or suspend the Program and associated rewards at any time, without notice and without liability to its customers.

The Company reserves the right to terminate an account and/or a customer's participation in the Program if the Company determines, in its sole discretion, that the use of the account is unauthorized, fraudulent or otherwise unlawful or that they have violated the Terms of Use.

Enrollment

To participate in the Program, a customer must become a member of the Program. Membership is free and no initial purchase is required. Simply fill out an application accurately, completely and legibly and provide valid proof of identification at the service counter or register lane. Upon completion of the application, the member will receive one (1) ZMPreferred Gold Card and two (2) ZMPreferred Gold Card keychain versions. Only one ZMPreferred account is available per household. Members must be eighteen (18) years of age or older to apply. No Personal Information of minors shall be requested, collected or stored. However, minors are allowed to have access to the Program, incur points and redeem points. The ZMPreferred Gold Card is not a credit or debit card. See *ZMPreferred Frequently Asked Questions for more information*. The ZMPreferred Gold Card is

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