



Privacy Policy: ReStore Rewards

Introduction

Welcome to Cape Fear Habitat for Humanity’s ReStore Rewards program (“we”). We are committed to protecting your privacy and ensuring you have a positive experience with our retail loyalty program (“ReStore Rewards”). This Privacy Policy explains how we collect, use, share, and safeguard your personal information when you participate in our Loyalty Program. By joining the Loyalty Program, you agree to the practices described in this Privacy Policy.

1. Information We Collect

When you participate in our Loyalty Program, we collect various types of information to manage your membership and enhance your experience. This information may include:

- **Personal Identification Information:** Name, email address, phone number, and date of birth.
- **Account Information:** Loyalty program ID, membership status, and purchase history.
- **Transactional Information:** Details of your purchases, including the date, amount, and items purchased.
- **Marketing Preferences:** Your preferences for receiving promotional materials, offers, and updates.

2. How We Use Your Information

We use your information for the following purposes:

- **To Manage Your Loyalty Program Account:** To maintain your membership, track rewards, and administer points or benefits.
- **To Process Transactions:** To process your purchases, manage returns or exchanges, and apply loyalty rewards.
- **To Improve Our Services:** To analyze purchase patterns, enhance our product offerings, and improve our Loyalty Program.
- **To Communicate with You:** To send you updates, promotional offers, and information about the Loyalty Program.
- **To Ensure Compliance:** To comply with legal obligations and resolve disputes.
- **To Conduct Surveys and Research:** To gather feedback and improve our products and services.

Administrative Office

3310 Fredrickson Rd
Wilmington, NC 28401
910-762-4744

Downtown ReStore

1208 South 3rd St
Wilmington, NC 28401
910-762-4793

Ogden ReStore

7330 Market St
Wilmington, NC 28411
910-686-9842

Monkey Junction ReStore

6138 Carolina Beach Rd
Wilmington, NC 28412
910-660-440

3. How We Share Your Information

We may share your information in the following circumstances:

- **With Service Providers:** We may share your information with third-party vendors who assist us in managing the Loyalty Program, processing transactions, or sending communications.
- **For Legal Reasons:** We may disclose your information if required by law or in response to legal processes.
- **For Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.
- **With Partners:** We may share information with our business partners for joint promotions and offers. We will only do this if you have opted-in to receive such offers.

4. Your Choices and Rights

You have the following rights concerning your personal information:

- **Access and Update:** You can access and update your personal information by contacting us.
- **Opt-Out:** You can opt-out of receiving promotional communications by following the unsubscribe instructions in the emails or by contacting us.
- **Request Deletion:** You can request the deletion of your personal information, subject to legal and contractual restrictions.
- **Limit Data Sharing:** You can choose to limit the information you share with us by contacting us.

5. Data Retention and Purging

We retain your personal information for no longer than necessary to fulfill the purposes for which it was collected and to comply with legal or regulatory obligations. Specifically:

- **Retention Period:** We will keep your personal information for at least **three (3) years** from the date of your last interaction with us or the date of your last purchase.
- **Purging Process:** After the retention period, your account may be deleted. This includes removing your data from our active databases.

If you have any questions about our data retention practices, please contact us at ReStore@capefearhabitat.org.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no data transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

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7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes through email or other communication methods. Your continued participation in the Loyalty Program after any changes indicates your acceptance of the updated Privacy Policy.

8. Contact Us

If you have any questions or concerns about this Privacy Policy or our practices, please contact us at:

- **Email:** ReStore@capefearhabitat.org
- **Phone:** 910-762-4744
- **Mailing Address:** 3310 Fredrickson Road, Wilmington, NC 28401

9. Effective Date

This Privacy Policy is effective as of July 15, 2024.

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