

# Cincy Rewards Privacy Policy

Effective Date: May 15, 2025

This Privacy Policy (“Privacy Policy”) explains how Cincy Rewards, LLC DBA Cincy Rewards. (“Cincy Rewards” , “us,” “our,” and “we”), collects, uses, discloses, and shares information when you interact with us. This Privacy Policy applies to all users of Cincy Rewards ’s mobile device applications, Cincy Rewards ’s websites as published at [www.Cincy Rewards.com](http://www.Cincy Rewards.com), Cincy Rewards ’s browser extension, and any other sites or applications that are branded “Cincy Rewards ” and link to or reference this Privacy Policy (collectively, the “Services”).

Please read this Privacy Policy carefully. This Privacy Policy replaces and supersedes the last version of this Privacy Policy for all users.

If you do not agree to the terms in this Privacy Policy, please do not register, subscribe, create an account, or otherwise interact with the Services.

By signing up for, using, or continuing to use the Services, you consent to the practices described in this policy.

This Privacy Policy is incorporated into and is subject to the Cincy Rewards Terms of Use. Capitalized terms that are not defined in the Privacy Policy have the meaning given to them in the Terms of Use.

Our Privacy Policy is organized as follows:

1. Types of Information We Collect
2. How Cincy Rewards Uses Information
3. When and Why Cincy Rewards Discloses Information
4. Your Choices
5. Security of Personal Information
6. Our Commitment to Children’s Privacy

- 7. Meta Test Release
- 8. International Use
- 9. Information Processing for Brand and Manufacturer Clients
- 10. Changes and Updates to this Privacy Policy
- 11. Our Contact Information

## **1. Types Of Information We Collect**

We may ask you to provide information when you register, subscribe, create an account for our Services, link your Cincy Rewards account to a retail loyalty program, contact Cincy Rewards for customer service purposes, or otherwise interact with or use the Services. We may collect certain types of information, including information that can be used to identify you, such as your name, email address, mailing address, phone number, date of birth, geographic location, and mobile device data (as described below), as well as information that does not identify you personally. We may collect the following types of information:

Registration and Contact Information that allows you to register for the Services and allows us to communicate with you, such as your name, email address, password, social media user account names, telephone number, or other address at which you receive communications from or on behalf of Cincy Rewards .

If you sign up using a social media account, we may also receive information from that service, such as your friend list, email, name, and birth date.

Relationship Information that helps us to understand who you are and what types of offers you might like, such as lifestyle,

preference, and interest information; the types of offers that interest you; information collected from social media interactions (such as via Facebook Connect); and demographic information (e.g., birth date, gender, education, household income, and marital status).

Search Information, meaning the terms or keywords you search for when using the Services.

Favorites & Shopping List Information about the items and terms you search for and place on your Favorites & Shopping List, as well as what items you check off your Favorites & Shopping List, when using the Services.

Purchase information and history about all items you purchase, such as item descriptions and quantities, time of purchase, total purchase cost, and the store you purchased the items from. This also includes any additional information (including Personal Information) that may be found on a receipt copy that you submit to us, such as payment mechanism and whether you have used Electronic Benefits Transfer (EBT) to pay for products using Supplemental Nutrition Assistance Program (SNAP) benefits.

Purchase information and history also includes order history information that Cincy Rewards 's browser extension collects from websites where you have elected to use the browser extension to redeem offers.

Transaction Information about how you interact with the Services, such as the offers you view and redeem, other products you purchase, and the stores you prefer; other information about how you use our Services, email, other communications, and

applications; and how you interact with Cincy Rewards 's merchants, business partners, and service providers.

Loyalty and Retailer Account Information, meaning the usernames (which could be your telephone number or email address, if you use them as your username), passwords, and loyalty and retailer account numbers for the accounts you choose to link to the Services, and all historical and future purchase and transaction information associated with those accounts, such as the items you purchase, the prices paid, the stores you purchase them from, whether the purchase was in-store or delivery, and when the purchase was made. We collect this information only if you choose to connect your Cincy Rewards account to your loyalty or retailer program account. We do not collect payment card account number/expiration/security code information, bank account information, or pharmacy account information.

Geolocation Information. We use geolocation information, including state/province, city, or zip code, as well as precise geolocation data and associated time of day (but only if you have activated our Services on a mobile device and permitted your mobile device to transmit precise geolocation data). Please see the “Your Choices” section under the heading "mobile" for more information on how to opt-out of our Geolocation Information based features.

Mobile Device Information. We may collect certain information

about your mobile device when you use our Services, including device identifier (such as the Android Advertising ID and the Apple iOS IDFA), user settings, the make, model, and operating system of your device, and information about your use of our Services while using the device (such as your use of features, functions, or clicks on notifications or content).

**Information from Cookies and Similar Technologies.** When you use our Services on our webpage, we and our partners may collect certain information using cookies and similar technologies, such as pixel tags, web beacons, browser analysis tools, and web server logs.

Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser/app. A persistent cookie remains after you close your browser/app and may be used by your browser/app on subsequent visits to the Services. Pixel tags and web beacons are tiny graphic images placed on website pages or in our emails that allow us to determine whether you have performed specific actions. When you access these pages or open email messages, the pixel tags and web beacons generate a notice of that action to us, or our service providers. These tools allow us to measure the response to our communications and improve our web pages and promotions. We collect many different types of information from cookies and other technologies. For example, we may collect and record information from the devices you use to access our Services, such as your IP address,

operating system type or mobile device model, mobile device identifiers, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone of your device. We may also collect information about the website you were visiting before you came to our Services and the website you visit after you leave our Services.

In many cases, the information we collect using cookies and other tools is used in non-identifiable ways, without any reference to your identity. For example, we use information we collect about users to optimize our Services and understand traffic and usage patterns. In other cases, we associate the information we collect using cookies and related technologies with information that identifies you. In that case, this Privacy Policy governs how we use that information. Additionally, if you have visited our mobile website or activated one of our mobile-device applications, and if the settings on your location-aware device allow us to receive Location Information, we will collect that automatically. If we associate Location Information with other information that identifies you, this Privacy Policy governs how we would use that information, too.

Please review your web browser's "Help" file to learn the proper way to modify your cookie settings if you wish to do so. However, please be aware that if you delete, or choose not to accept, cookies from our Services, you may not be able to utilize the features of our Services to their fullest potential.

Finally, please scroll down to the "Your Choices" section below, under the heading "cookies," for more information about your cookie-related

privacy options.

**Browsing History.** For users who download Cincy Rewards 's browser extension, we may collect information about your browsing history related to the cash back offers and in-stock tracking functions supported by the browser extension, as well as the development of new browser extension features.

**Information from Third-Party Accounts Linked to Your Cincy Rewards Account.** By linking a third-party account to your Cincy Rewards account, you are consenting to the sharing of your information between the linked third party and Cincy Rewards . We may receive information about you or your purchase history from third parties and combine it with information we have about you for the purposes set forth in Section 2. If you use a third-party platform, a mobile device or other third-party method of communication to interact with Cincy Rewards or the Services, that platform may have a specific privacy statement that governs the use of information related to that platform. It is your responsibility to un-link a third-party account from your Cincy Rewards account if you no longer want Cincy Rewards to receive your information from a third party. If you have questions about the security and privacy settings of your mobile device, please refer to instructions from your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

## **2. How Cincy Rewards Uses Information**

You use Cincy Rewards as your shopping companion, and we and our partners will use the information we collect from and about you in many ways to

help you shop and save money. This includes shopping-related services, advertising, and marketing that may be of particular interest to you. Cincy Rewards and our partners use information to:

Operate and improve our Services, including web hosting;

Have third parties send emails on our behalf;

Facilitate payment processing that you have requested by third parties;

Analyze and understand how you use our Services;

Evaluate the types of offers, products, or services that may be of interest to you and provide you with offers and advertisements that are more relevant to you, including offers and advertisements based on variables such as stated and anticipated user interests, personal characteristics, consumption of advertisements, past shopping list placements or searches, past offer redemptions, past purchase history, user location, or EBT usage (we may employ EBT usage to provide unique offers), and determinations aided by artificial intelligence and machine learning;

Evaluate your eligibility for certain offers, products or services;

Track redemption of offers and past purchases, including audits of user rewards distributed and fraud prevention;

Perform aggregated, pseudonymous (unless otherwise consented to by you) analytics that may be used for Cincy Rewards 's and/or a third party's marketing, advertising, and data enrichment activities;

Provide customer support to users;

Fulfill requests for Cincy Rewards services, including validation by invisible Stripe, Ratable, PLAID;



Communicate and provide additional information which may be of interest to you about Cincy Rewards and our merchants and business partners, such as Cincy Rewards news, special offers, announcements, marketing materials, reminders, technical notices, updates, security alerts, support and administrative messages service bulletins;

Infer the location of the places you visit most often, determine your frequency or the amount of time spent at these locations, and send notifications when you arrive at or leave those places. Cincy Rewards uses background location tracking when you have opted-in to such tracking through your mobile device to show you

personalized content, send you relevant push notifications when you're near a store with supported offers, and support advertising;

Provide advertisements and marketing solicitations to you through the Services, email messages, text messages, push notifications, applications, or other methods of communication;

Administer surveys, sweepstakes, contests, or other promotional activities or events sponsored by us or our partners;

Manage our everyday business needs such as website administration, forum management, analytics (which may include the use of artificial intelligence and machine learning), fraud prevention, Terms of Use updates or to comply with applicable law; and carry out other purposes to which you consent.

In addition to the foregoing, we may aggregate or anonymize information in de-identified or aggregated form and use it for any purpose.

### **3. When And Why Cincy Rewards Discloses Information**

Retailer and Product Manufacturer Partners. We work with various partners so they can provide shopping-related services, promotions, advertising, and marketing to you when you use our Services. To facilitate these activities, we may provide information about you, including information that identifies you, to our partners. You may be able to adjust how we make certain information available to third parties by changing options within the Services (please see “Your Choices” below). We encourage Cincy Rewards 's retailer and product manufacturer partners to adopt and post their privacy policies. When you choose to interact with an Cincy Rewards merchant or business partner, we encourage you to read any privacy policy they may have posted.

Advertisers and Other Third Parties. Cincy Rewards discloses information, including information that identifies you, with other third parties. For example, we use The Trade Desk to assist Cincy Rewards and our partners with targeted advertising. The Trade Desk provides additional privacy options described at <https://www.thetradedesk.com/us/privacy>. Third parties Cincy Rewards discloses information with may engage in Online Behavioral Advertising and the collection of Multi-Site Data as defined by the Digital Advertising Alliance. These third parties may use the information they receive about you to create other identifiers, such as the United ID 2.0 (UID2) identifier, which they use for targeted advertising purposes. Please see Sections 4 and 9 for more information about these third parties and the information Cincy Rewards discloses to them.

Vendors and Service Providers. We may disclose any information we

receive to vendors and service providers retained in connection with the provision of our Services. This includes, for example, vendors that provide services to Cincy Rewards for marketing, analytics, fraud prevention, account security, and customer service, including through the use of artificial intelligence services.

**Merger, Sale, or Other Asset Transfers.** We may disclose your information, including information that identifies you, to effect a corporate transaction involving Cincy Rewards, including a merger, acquisition, or otherwise, and to support the sale or transfer of our business assets.

**As Required by Law, to Enforce Laws and Similar Disclosures.** We may disclose your information, including information that identifies you, to defend ourselves in litigation or a regulatory action; when required or advised to do so by law, such as in response to a subpoena, or similar legal process, including to law enforcement agencies, regulators, and courts in the United States and other countries where we operate; to enforce our rights or protect our property; to protect the rights, property or safety of others, investigate fraud, or respond to a government request; or as needed to support auditing and legal compliance functions.

### **Analytics:**

We use third-party services (such as Google Analytics, Apps Flyer, Heap and Singular) to help us understand how visitors interact with our Services and to help improve our user experience.

Google provides additional privacy options regarding cookie use described at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/); AppsFlyer's privacy options are provided at

<https://www.appsflyer.com/legal/cookie-policy/>; Heap's privacy options are provided at <https://heap.io/privacy>; and Singular's privacy options are described at <https://www.singular.net/privacy-policy/>.

Aggregated and De-Identified Data. Cincy Rewards may also disclose information about you that does not identify you personally. For example, we may provide our merchants, business partners, or other third parties with reports that contain aggregated data, statistical data, and/or anonymized data.

Consent. We may also disclose your information with your consent.

#### **4. Your Choices**

We think that you benefit from a more personalized experience when we and our partners know more about you and the kinds of offers you like. However, you can limit the information you provide to Cincy Rewards or that Cincy Rewards provides to others, and you can limit the communications that Cincy Rewards sends to you.

Email. You can manage your email preferences by logging into Cincy Rewards 's mobile application or website and going to the Notifications section under Settings. You may also manage your email preferences by clicking "unsubscribe" on any email communication we send you. You may choose to subscribe to some types of messages and may choose to unsubscribe from others.

Cookies. You may manage how your browser handles cookies and related technologies by adjusting its privacy and security settings.

Please note that if you disable cookies, you may be unable to access some customized features of our Services. If your browser supports

third-party cookies, you can opt-out of being targeted by certain third-party advertising companies online at <https://thenai.org/opt-out/> and <http://www.aboutads.info/choices/>.

**Mobile Location.** Some of the features of the Services may enable Cincy Rewards to access and collect information about your current or past location in order to personalize the Services for you and provide other features of the Services ("Location-based Features"). In order to use Location based Features, you must give Cincy Rewards permission to use your geolocation through your device. Cincy Rewards may access your geolocation using a variety of means, including GPS, IP address, or cell tower location. You may opt-out of using Location-based Features by going to Settings and turning off the "Nearby Offer Alerts" feature.

Alternatively, you may adjust the settings on your mobile device to prevent the sharing of precise Location-based Information. You may also manage how your mobile device or mobile browser handles cookies and related technologies by adjusting your mobile device privacy and security settings. If you choose not to allow Cincy Rewards to use your location information or disable Cincy Rewards 's Location-based Features on your device under settings, you will not be able to utilize certain features of the Service.

**Connecting through Social Networks or Other Third Parties.** You may be able to manage what social networks or other third parties make available to Cincy Rewards . Please refer to the privacy settings of the applicable third-party platform or application to determine how you may adjust permissions and manage the interactivity between Cincy Rewards and your third-party account.

**Web Push Notifications.** At any time, you may opt into or out of web push notifications via the Options button or tab on your browser's address bar.

Cincy Rewards 's SMS Programs. By providing us with your mobile telephone number, you consent to receive SMS text messages at that number as requested for account verification, authentication, and other purposes related to the Services. You may also receive an SMS from Cincy Rewards if you are invited by another user to join Cincy Rewards . You can stop receiving SMS messages at any time by texting "STOP" to 67123. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. For more information, please visit our SMS Terms and Conditions.

## **5. Security Of Your Information**

We use and upgrade certain physical, managerial, and technical safeguards that are designed to improve the integrity and security of your information. However, it is impossible to completely eliminate the chance of data breaches by hackers using illegal techniques.

## **6. Our Commitment To Children's Privacy**

We do not knowingly collect, maintain, or use information from children under 13 years of age (our Terms of Use require that users be at least 18 years old), and no part of the Services are directed to children. If you learn that a child has provided us with their information in violation of this Privacy Policy, please alert us to the concern at [PrivacyCincyRewards@gmail.com](mailto:PrivacyCincyRewards@gmail.com).

## **7. Meta Test Release**

The current version of our app published in May, June, July, August 2025 is a Meta Test Release of our app, and is only for Ohio, Kentucky and Indiana residents to use.

## **8. International Use**

The Services are hosted in the United States and Puerto Rico and are intended only for users located within the United States and Puerto Rico. Cincy Rewards 's Terms of Use restrict use of the Services to the United States and Puerto Rico. If you violate the Terms of Use and use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your information outside of those regions to the United States for storage and processing, and by providing your information on the Services you consent to that transfer, storage, and processing.

## **9. Information Processing for Business, Brand, Retailer , Manufacturer and Vendors/ Clients**

Business, brand, retailer, vendor and manufacturing clients of Cincy Rewards (each, a "Client") may provide its employees, contractors, and agents (collectively, "Authorized Users") with the right to access and use Cincy Rewards 's services, portal, platform, and dashboard. Cincy Rewards may collect and use information from Clients and Authorized Users for the following purposes:

- Operate and improve our Services, including web hosting;
- Have third parties send emails on our behalf;
- Analyze and understand how you use our Services;
- Provide you with customer support services;

Communicate and provide, through the Services and other channels including but not limited to email, additional information which may be of interest to you about Cincy Rewards and our merchants and business partners, such as Cincy Rewards news, special offers, announcements, marketing materials, reminders, technical notices, updates, security alerts, support and administrative messages service bulletins;

Manage our everyday business needs such as website administration, analytics (which may include the use of artificial intelligence and machine learning), fraud and abuse prevention, Terms of Use updates or to comply with applicable law; and carry out other purposes to which you consent.

## **10. Changes and Updates to this Privacy**

### **Policy**

We will post and alert you to any adjustments to the Privacy Policy on this page, and the revised version will be effective as described in our Terms of Use.

## **10 . Our Contact Information**

Please contact us with any questions or comments about this Privacy Policy, your information, our use and disclosure practices, or your consent choices by e-mail at [PrivacyCincyRewards@gmail.com](mailto:PrivacyCincyRewards@gmail.com)