

PRIVACY POLICY

Effective date: February 11, 2015

Holiday Privacy Statement

Holiday Stationstores, Inc., its affiliates and subsidiaries (“Holiday,” “we,” “us,” and “our”) recognize and respect the importance of protecting the privacy of our customers and visitors to this website (“Website”). Holiday wants you to be familiar with how we collect, use and disclose information.

Scope of This Policy

This Policy applies only to information (1) collected through this Website or (2) collected from our text messaging programs (our “text programs”). This Policy does not apply to information collected through other channels, such as in person, on paper, or by phone. This policy does not supersede the terms and conditions of our Card Member Agreement for our Holiday Smart Savings Credit Cards with respect to the information you submit to us for the Holiday Smart Savings Credit Card program.

Holiday collects certain information about or related to you through this Website and through our text programs. Some of the information Holiday collects may be “personal information”—information that identifies you personally, alone or in combination with other information available to us. Other information may be nonpersonally identifiable, such as your IP address.

This Policy may be supplemented or amended from time to time by additional privacy notices (“Privacy Notices”), provided at the time we collect your information. For example, certain pages of this Website may contain Privacy Notices providing more details about the information we collect on those particular pages, why we need that information, and choices you may have about the ways we use that information. In other cases, specific Privacy Notices may be required to comply with the privacy laws of one of the countries, provinces, or states in which we do business.

Your Consent

By using this Website or by opting in to our text programs, you are consenting to the collection, use, disclosure, and transfer of your information as described in this Policy (and any Privacy Notices that apply to you). If you do not consent to the collection, use, disclosure and transfer of your information as described in this Policy (and any Privacy Notices that apply to you), you may not use this Website and you should not opt in to our text programs. If you have questions about this Policy, or any Privacy Notice, please contact us by e-mail at privacy@holidaycompanies.com.

Your Choices

We respect your right to make choices about the ways we collect, use, and disclose your information. This Policy describes some of your choices, such as your choice to opt out of receiving “cookies.” We may ask you to indicate your choices at the time and on the page where you provide your information.

Email/Text preferences. You can opt out of promotional emails we send to you. If you wish to stop receiving promotional emails, simply select “unsubscribe” located at the bottom of each communication. You may also reply STOP to any text message we send you to opt out of our text programs.

Do Not Track Mechanisms. Your browser may deliver a “Do-Not-Track (‘DNT’) signal.” Because of the changing state of technology and indecision within the industry regarding the meaning of DNT signals, we do not make any guarantee that we will honor DNT signals.

Previously Expressed Preferences. You may be able to change previously expressed preferences regarding how we use your information. Please email us at privacy@holidaycompanies.com if you want to change your preferences.

This Policy May Change

Holiday reserves the right to update or modify this Policy and any Privacy Notice, at any time and without prior notice, by posting the revised version of the Policy or Privacy Notice on this Website. Your use of this Website following any such change constitutes your agreement to the terms of the revised Policy. You may access the current version of this Policy at any time by clicking on the link marked “Privacy” at the bottom of each page of the public areas of this Website.

Information We Collect

Information You Manually Provide. Holiday collects the information you manually provide (using your keyboard, mouse, mobile phone, voice or touchpad) when you use this Website or participate in our text programs. For example, we collect the information you provide when you email us with questions, apply for a Holiday Smart Savings Credit Card, participate in any of our loyalty programs, express interest in a franchise, respond to our surveys, enter our contests, complete any of our online forms or otherwise communicate with us or interact with this Website. Some of the information you manually provide may be personal information, such as your name and contact information.

Information From Third-Party Social Media Platforms. You may be able to register with, log on to, or enhance your profile on this Website by choosing to automatically populate the requested data fields with information you previously provided to a third-party social media platform (such as Facebook or Twitter). By doing this, you are asking the third-party platform to send us information, including personal information, from your profile on that platform. We treat that information as we do any other information you give to us when you register, log on, or enhance your profile.

Information from your browser or device. Holiday collects information that is sent to us automatically by your web browser or mobile device. This information typically includes your IP address, the name of your operating system, the name and version of your browser, the date and time of your visit, and the pages you visit. The information we receive may depend on your browser or device settings.

The information we receive from your web browser and device is not, in and of itself, personally identifiable. Generally, we use this information in the aggregate to help us improve this Website and make it more compatible with the technology used by our visitors. However, we may combine it with other information in an attempt to identify you or we may combine it with information that does identify you. We may also review our server logs for security purposes—for example, to detect intrusions into our network—and we might share our server logs, which contain visitors' IP addresses, with the appropriate investigative authorities who could use that information to trace and identify you.

Information Collected by Cookies and Other Technologies. We use “cookies” and other technologies to collect information and support certain features of this Website. For example, we may use these technologies to:

- collect information about the ways visitors use this Website—which pages they visit, which links they use, and how long they stay on each page;
- support the features and functionality of this Website—for example, to save you the trouble of reentering information already in our database or to prompt the settings you established on previous visits;
- personalize your experience when you use this Website; and
- improve our marketing efforts, including through use of targeted advertising.

The information we collect using cookies and similar technologies is not, in and of itself, personally identifiable, but we may link it to personal information that you provide. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept cookies when you visit this Website, you may be unable to use all of the functionality of this Website if your browser rejects our cookies.

Information About Third-Party Cookies

In addition to the cookies Holiday delivers to your computer or mobile device through this Website, certain third parties may deliver cookies to you for a variety of reasons. For example, we use Google Analytics, a web analytics tool that helps us understand how visitors engage with our Website. To learn more about Google Analytics, [click here](#).

Other third parties may deliver cookies to your computer or mobile device for the purpose of tracking your online behaviors over time and across nonaffiliated websites and/or delivering targeted advertisements either on this Website or on other websites.

You have choices about the collection of information by third parties on our Website. For example, if you don't want information about your visit to this Website sent to Google Analytics, you may download an Opt-out Browser Add-on by [clicking here](#). Please note that the Add-on does not prevent information from being sent to Holiday.

In addition, if you would like to opt-out of having interest-based information collected by certain entities during your visits to this Website or other websites, please [click here](#). You will be directed to an industry-developed website that contains mechanisms for choosing whether each listed entity may collect and use data for online behavioral advertising purposes. It may be that some of the third parties that collect interest-based information on this Website do not participate in the industry-developed opt-out website, in which case the best way to avoid third-party tracking of your online behaviors may be through your browser settings and deletion of cookies.

How We Use Your Information

Generally, we use the information we collect through this Website:

- to provide the information, products and services you request;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use this Website;
- to contact you with information and notices related to your use of this Website;
- to contact you with special offers and other information we believe will be of interest to you or to share with you special offers from other companies (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- to improve the content, functionality and usability of this Website;
- to better understand your needs and interests;
- to improve our products and services;
- to improve our marketing and promotional efforts;
- to administer and improve our loyalty programs;
- for security, credit or fraud prevention purposes; and
- for any other purpose identified in an applicable Privacy Notice, click-through agreement or other agreement between you and us.

How We Share Your Information

With Third-Party Vendors. Holiday shares information collected through this Website with third-party vendors who act for us or on our behalf. For example, we may use third-party vendors to design and operate this Website; to conduct surveys; and to help us with our promotional efforts and loyalty programs. These third-party vendors may need information about you to perform their functions.

With Our Franchisees and other affiliates. We may share your information with our franchisees and other affiliated companies in order to provide you with effective customer

service and to ensure our programs and promotions are administered seamlessly throughout our organization and with our franchisees.

With Other, Carefully Selected Business Partners. From time to time, we may share your information with selected third parties for their own marketing purposes. Before doing so, however, we may offer you the opportunity to “opt out” or “opt in,” as required by applicable law.

In Aggregate or De-Identified Form. We use information collected through this Website to create a compiled, aggregate view of usage patterns. We may share aggregate information with third parties.

As Part of a Business Transfer. Your information may be transferred to successor organization if, for example, we transfer the ownership or operation of this Website to another organization or if we merge with another organization. If such a transfer occurs, the successor organization’s use of your information will still be subject to this Policy and the privacy preferences you have expressed to us.

To Comply with Laws and Protect Our Rights and the Rights of Others. We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order or a subpoena. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of this Website; to enforce any agreement between you and us; or to protect our own rights or property or the rights, property or safety of our users or others.

As Described in a Privacy Notice or click-through agreement. We reserve the right to disclose your information as described in any Privacy Notice posted on a page of this Website where you provide that information. By providing your information on that page you will be consenting to the disclosure of your information as described in that privacy notice. We also reserve the right to disclose your information as described in any click-through agreement to which you have agreed.

How We Protect Your Information

Holiday takes reasonable precautions to provide a level of security appropriate to the sensitivity of the information we collect. Although we use reasonable measures to help protect your information against unauthorized use or disclosure, we cannot guarantee the security of information provided over the Internet or stored in our databases and will not be responsible for breaches of security beyond our reasonable control.

Children’s Privacy

You must be at least 13 years old to have our permission to use this Website. We do not knowingly collect, use or disclose personal information about visitors under 13 years of age. If you are under the age of 13, you can use this service only in conjunction with your parent’s or guardian’s permission.

Links to Other Websites

This Policy applies only to this Website and to our text programs. If you visit another Holiday-affiliated website, please take a moment to review the privacy policy posted on that site to learn what information may be collected through that site and how it is processed.

This Website may also contain links to websites that are not operated by Holiday, even if they feature Holiday's trademarks, logos, and other brand indicators. For example, if you click on the "jobs" tab on this Website, you will be directed to a website owned and operated by a third party. Any information you provide to third parties on their websites is covered under their privacy and data collection policies and is not covered by this Policy. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal information.

Retention of Personal Information

Holiday retains the information collected on this Website as long as necessary to provide the services, products and information you request or as permitted by applicable law.

This Website Is Hosted on Servers Located in the United States.

Holiday is a U.S. corporation. The servers that support this Website are located in the United States. While it is in our possession, your information will generally be stored in Holiday databases or databases maintained by our third-party service providers on servers and data storage devices located in the United States. U.S. data protection laws may not provide as much protection as the data protection laws in force in some other countries, however, we will process your information in accordance with this Policy no matter where our data is stored. If you are located in a country outside the United States, by using this Website you consent to the transfer of your information to the United States.

Governing Law

This Policy shall be governed under the laws of the State of Minnesota, United States of America, without regard to its conflicts of law provisions.

Questions About This Policy or Holiday's Data Practices

If you have questions or concerns about this Policy, any Privacy Notice, or Holiday's data practices, please contact us by email at privacy@holidaycompanies.com. You may also contact us at:

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