

BUCK'S INC. PRIVACY POLICY

Effective date: March 26th, 2020

Privacy Statement

Buck's Inc., dba Bucky's Convenience Stores, its affiliates and subsidiaries ("Bucky's", "Company", "we," "us," and "our") recognize and respect the importance of protecting the privacy of our customers and visitors to this website, including our software application (the "App") (collectively, the "Site"). For that reason, Bucky's wants you to know how we collect, use and disclose information.

Scope of This Policy

This Policy applies only to information (1) collected through this Site or (2) collected from our text messaging programs (our "text programs"). This Policy does not apply to information collected through other channels, such as our mobile application, in-person, on paper and/or by phone.

To have the ability to let you know of discounts, programs, etc., Bucky's collects certain information about or related to you through this Site and/or our text programs. Some of the information we collect may be "personal information"—that is, information that identifies you personally, alone or in combination with other information that is made available to us. Other information may not identify you personally, such as your IP address.

Your Consent

By using this Site and/or by opting into our text programs, you are consenting to the collection, use, disclosure, and transfer of your information as described in this Policy. If you do not consent to the collection, use, disclosure and transfer of your information as described in this Policy, you may not use this Site and you should not opt in to our text programs. If you have questions about this Policy, please contact us by e-mail at AppSupport@gobuckys.com

Your Choices

We respect your right to make choices about the ways Bucky's collects, uses, and discloses your information. This Policy describes some of your choices, such as your choice to opt-out of receiving information from Bucky's ("cookies"). Bucky's may ask you to tell us your choices at the time and on the page where you provide your information.

Email/Text preferences. You can opt-out of promotional emails Bucky's sends you at any time. If you wish to stop receiving promotional emails, you can opt-out by changing your preferences in the My Page section of the App. If you opt-out of receiving promotional e-mails from Bucky's, you may still receive transactional communications, such as emails regarding purchases. You may opt-out of receiving text messages by changing your preferences in the My Page section of the App.

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, Bucky’s cannot guarantee that the Company will honor DNT signals.

Bucky’s Policy May Change

Bucky’s reserves the right to update or change this Policy at any time and without prior notice by posting its revised version of the Policy on this App. Your continued use of this Site following any such change means you have agreed to the terms as 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 App.

Information Bucky’s Collects

Information You Manually Provide. Bucky’s collects the information you manually provide (using your keyboard, mouse, mobile phone, voice or touchpad) when you use this Site or participate in our text programs. For example, we collect the information you provide when you email us with questions, purchase gift cards, participate in any of our loyalty programs, respond to our surveys, enter our contests, complete any of our online forms or otherwise communicate with us or interact with this App. Some of the information you manually provide may be personal information, such as your name, birthdate, demographic information, contact information and billing information. You may also provide us information about other people, for instance, when you direct us to send a gift card.

Information from Third-Party Social Media Platforms. You may be able to register with, log on to, or update your profile on this Site 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. Bucky’s will treat that information as it does for any other information you give to us when you register, log on, or update your profile.

Information from your browser or device. Bucky’s 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, the type of device you are using, the website that referred you to our website, and the pages you visit. The information Bucky’s receives may depend on your browser or device settings.

The information Bucky’s receives from your web browser and device may or may not be, in and of itself, personally identifiable. Generally, Bucky’s uses this information as a whole to help us improve this Site and make it more compatible (“user friendly”) with the technology used by our visitors. However, Bucky’s 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 government authorities who could use that information to trace and identify you.

Information Collected by Cookies and Other Technologies. Bucky’s uses “cookies” and other technologies (such as web beacons, java scripts, and entity tags) to collect information and support certain features of this App. For example, Bucky’s may use these technologies to:

- collect information about the ways visitors use this App—which pages they visit, which links they use, and how long they stay on each page;
- support the features and functionality of this App—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 App; and/or • improve our marketing efforts, including through use of targeted advertising.

The information we collect using cookies and similar technologies may or may not be, in and of itself, personally identifiable, but Bucky's may link it to personal information that you previously provided. 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 or mobile device. Although you are not required to accept cookies when you visit this App, you may be unable to use all of the functionality of this Site if your browser rejects Bucky's cookies.

Information About Third-Party Cookies

In addition to the cookies Bucky's delivers to your computer or mobile device through this Site, 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 Site. 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 choices/behaviors over time and across non-affiliated websites and/or delivering targeted advertisements either on this Site or on other platforms.

You have choices about the collection of information by third parties on our App. For example, if you do not want information about your visit to this Site sent to Google Analytics, you may download an Opt-out Browser Add-on by going to <https://tools.google.com/dlpage/gaoptout>. Please note that by doing this Add-on will not prevent information being sent to Bucky's.

How We Use Your Information

Generally, we use the information we collect through this Site and our text programs:

- to provide the information, products and services you request;
- to process your purchases or requests for products and services;
- to provide you with effective and satisfactory customer service;
- to provide you with a personalized experience when you use this Site;
- to contact you with information and notices related to your use of this Site or our text programs;
- 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 Site;
- 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;
- to communicate with you about purchases, returns, services, accounts, programs, contests and sweepstakes;
- deliver gift cards in accordance with your instructions; and
- for any other purpose identified in an applicable click-through agreement or other agreement between you and us.

How We Share Your Information

With Third-Party Vendors. Bucky's shares information collected through this Site 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 Site; to conduct surveys; to process your credit card and deliver products you have purchased; to administer contests,

sweepstakes or events; and/or to help us with our promotional efforts and loyalty programs. These third-party vendors may need information about you to perform their functions.

With Other, Carefully Selected Business Partners. From time to time, Bucky's 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 Site to create a compiled and combined view of usage patterns. We may share aggregate information with third parties.

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

To Comply with Laws and Protect Our Rights and the Rights of Others. Bucky's may disclose your information when it, in good faith, believes disclosure is necessary 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 Site; to enforce any agreement between you and us; or to protect Bucky's 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. Bucky's reserves the right to disclose your information as described in any privacy notice posted on a page of this Site 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. Bucky's also reserves the right to disclose your information as described in any click-through agreement to which you have consented. Also, Bucky's may also share information about you with third-parties if you give us permission or direct us to share the information.

How We Protect Your Information

Bucky's 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, the Company 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 – Minimum Age

You must be at least the minimum age of majority in your state of residence to have our permission to use this Site or our text programs. You must be 13 years of age and have the consent of your parent or guardian to use this Site if under the age of majority in your state of residence. We do not knowingly collect, use or disclose personal information about visitors under 13 years of age.

Links to Other Platforms

This Policy applies only to this Site and to our text programs. If you visit another Bucky's-affiliated website or mobile application, 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 Site may also contain links to websites that are not operated by Bucky's, even if they feature Bucky's trademarks, logos, and other brand

indicators. For example, if you click on the “Apply Now” tab on this Site and follow links to apply for open positions, 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 specific privacy and data collection policies and is not covered by Bucky’s Policy. We strongly recommend that you review the privacy policy posted on any site you visit before using the site or providing any personal information.

Retention of Personal Information

Bucky’s generally retains the information collected on this Site as long as necessary to provide the services, products and information you request or as permitted by applicable law.

California Residents

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by Bucky’s to third parties for the third parties’ direct marketing purposes. To make such a request, please send an email to AppSupport@gobuckys.com or write us:

Buck’s Inc, 7315 Mercy Rd, Omaha, NE 68124

Governing Law, Jurisdiction and Venue

This Policy will be governed under the law of the State of Nebraska without regard to its conflicts of law provisions. All actions or proceedings arising out of or relating to this Policy will be venued exclusively in state or federal court in the City of Omaha and County of Douglas, Nebraska. You hereby irrevocably consent and submit to the personal jurisdiction of said courts for all such purposes. However, we retain the right to bring legal proceedings in any jurisdiction where we believe that infringement of this Policy is taking place or originating.

Questions About This Policy or Bucky’s Data Practices

If you have questions or concerns about this Policy or Bucky’s data practices, please contact us by email at AppSupport@gobuckys.com. You may also contact us at:

Buck’s Inc, 7315 Mercy Rd, Omaha, NE 68124 (402) 558-9860