

Privacy policy

Notice: We collect personal information on this site. To learn more about how we use your information, please read our privacy policy.

Online privacy and security

HEB Grocery Company (H-E-B) recognizes the importance of privacy of visitors to HEBinsiders.com (the "website") and will work to protect the security and privacy of any personal information that you provide to us. We value your trust and respect. Personal information is information about you that is not publicly available and can identify you, such as your name, mailing address, e-mail address, and phone number. H-E-B is responsible for any personal information submitted to us via this website, but management of this site and associated services is outsourced to our service provider, Vision Critical Research Solutions (UK) Limited, who processes the data and is authorized to contact you on behalf of H-E-B. Vision Critical will only use the information collected strictly for these purposes

What personal information do we collect?

We collect and store information that personally identifies you when you: (a) register as a panel member to the Website (b) submit responses to questions posed by us (c) submit a specific inquiry to us for reply, or (d) for "service administration purposes", which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance).

Depending on the circumstances for collection, personal information that we collect can include: name, mailing address, e-mail address, and your opinions which you express to us during the course of the relevant panel.

We collect certain technical information from your computer during your visit to our Web site. This may include your computer's operating system and browser type. When you visit our Web site, you will be assigned a "cookie" (a small, unique identifier text file) to be stored on your computer's hard drive. The purpose of the cookie is to identify you when you visit our Web site and allow us to tailor your online experience. Most Internet browsers permit you to erase or block cookies. Refer to your browser instructions to assist you in this process, although doing so may affect our ability to tailor the site for your maximum benefit.

How do we use your personal information?

We will use your personal information for a number of purposes including the following:

- for "service administration purposes", which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);

- to contact you about a submission you have made to the H-E-B Insiders Panel, Website, including any content you provide.
- to analyze and improve the services offered on the Website.

When you contact our service representatives, we may ask for personal information in order to verify your identity. We may share personal customer information with third parties with whom we have contracted to perform services or functions on our behalf whose activities are subject to the terms of this privacy policy.

How can I access, modify, and/or delete my information?

You can contact us directly to deactivate your registration as a Website member. Upon deactivation, you will no longer receive information from H-E-B Insiders Panel.

We will promptly comply with any request to review, edit, or remove your information.

Contact us

What choices do you have?

You can choose to not provide personal information or only limited personal information.

You are free to choose whether or not to participate in a survey, free to choose not to answer any specific questions and free to discontinue participation at any time.

What about the privacy rights of children?

We are committed to protecting the privacy of children. We do not and will not knowingly collect any personally identifiable information from children under 13 years of age. If any data entry by a visitor indicates that such visitor is under the age of 13 years, all data from that visitor is promptly deleted from our system. If a child under 13 years of age wants to participate on our Web site, we encourage the child's parents to participate in his or her experience on our site. We welcome family participation.

What security measures are in place with respect to my information?

You transmit information to us at your own risk. However, if your browser is properly configured and your computer is operating properly, you may choose to transmit encrypted information to us using Secure Socket Layer (SSL) technology.

All information received is stored in a secure database protected by multiple firewalls and other security measures.

It is important for you to protect against unauthorized access to your password and your computer. Be sure to sign off when finished using a shared computer. The confidentiality of your password is yours to protect.

Internally, H-E-B restricts consumer information under our control to those persons who have a need to know such information.

Links to other Web sites

H-E-B may provide links to non-H-E-B Web sites. These sites are not under the control

of H-E-B, and H-E-B is not responsible for the content or the information collection practices of these Web sites. You may want to review the privacy policies of these sites and how they collect and use personal information.

Your consent

By using our Web site, you consent to H-E-B's use of personally identifiable information about you as set forth in this privacy policy. If you do not agree with this privacy policy or any of its terms, you may choose to not use our site. This privacy policy is not intended to and does not create any contractual or other legal rights in or on behalf of any party. H-E-B reserves the right to amend this policy at any time by notifying users of the existence of a new privacy policy via postings on our site. Your continued use of our Web site following the posting of changes or amendments to this privacy policy constitutes acceptance of those changes and amendments.

If you have any other questions or comments

You may contact us with any other questions or comments at:

Direct Mail Address:

H.E. Butt Grocery Company
Attention: Privacy Office
P.O. Box 839999
San Antonio, TX 78283-3999

E-Mail Address:

privacyoffice@heb.com

Telephone:

Contact the Privacy Office
San Antonio, Texas (210) 938-4923
Outside of San Antonio (866) 432-4318

Policy revisions and updates

This privacy policy will continue to be reviewed and revised as changes occur in H-E-B business and technology or to laws that affect this policy. All information collected is subject to the privacy policy in effect at the time of use. Changes will be posted on this site with an updated effective date. Please check our Web site periodically to see the current policy.