

# PRIVACY SHIELD NOTICE

Trax Retail, Inc. (collectively, “Trax US,” “us,” “we,” or “our”) has self-certified with the EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield Frameworks with respect to the personal data of individuals residing in the European Union (EU), the United Kingdom (UK), or Switzerland that we receive or process, including on behalf of our parent company, Trax Technology Solutions Pte. Ltd., and any of our affiliated companies worldwide (collectively, the “Trax Group”).

Accordingly, Trax US adheres to the EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield Frameworks as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data transferred from the European Union and Switzerland to the United States.

If there is any conflict between the terms in this Notice and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/welcome>.

## 1. Scope

Our participation in the Privacy Shield program applies to personal data that Trax US receives from and processes on behalf of any other member of the Trax Group, and any customers, business partners, suppliers, employees or candidates of the Trax Group, that reside in the EU, UK, or Switzerland.

Trax US acts as a sub-processor or processor of the personal data we receive from and process on behalf of our customers or any other member of the Trax Group (who are data controllers with respect to the personal data we process on their behalf).

## 2. Transfers of Personal Data to Third-Party Providers

We will not transfer personal data that we receive under the Privacy Shield to a third-party unless such third-party has entered into an agreement in writing with us requiring them to provide at least the same level of privacy protection to such personal data as required by the Privacy Shield Principles. In the context of an onward transfer, Trax US remains responsible for the processing of personal information and is potentially liable if its agent processes such personal information in a manner inconsistent with the Principles.

## 3. Your Rights to Access, Change, or Delete Personal Data

EU, UK, and Swiss individuals have certain rights to access their personal data and to obtain its correction, amendment or deletion, and in some cases to limit use and disclosure of their personal data. If you would like to request access to the personal data we process, please contact us by email at [privacy@traxretail.com](mailto:privacy@traxretail.com). If your request pertains to data processed on behalf of another member of the Trax Group, or on behalf of any of our customers, we

may refer your request to them, and will support them as needed in responding to your request.

## **4. Compelled Disclosures**

Trax US may be required to disclose personal data when we have a good faith belief that such action is necessary to conform to legal requirements, to enforce our contractual obligations or in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

## **5. Questions or Complaints**

In compliance with the Privacy Shield Principles, Trax US commits to resolve complaints about our collection or use of your personal information. EU, UK, and Swiss individuals with inquiries or complaints regarding our Privacy Shield policy should first contact Trax US by email at [privacy@traxretail.com](mailto:privacy@traxretail.com).

Trax US has further committed to refer unresolved Privacy Shield complaints to JAMS, a non-profit alternative dispute resolution provider located in the United States to assist with the complaint resolution process. If you do not receive timely acknowledgment of your complaint from us, or if we have not resolved your complaint, please visit <https://www.jamsadr.com/eu-us-privacy-shield> for more information or to file a complaint. The services of JAMS are provided at no cost to you.

Trax US further commits to cooperate with the panel established by the EU data protection authorities (DPAs) and the Swiss Federal Data Protection and Information Commissioner (FDPIC) with regard to human resources data transferred from the EU, UK, and Switzerland in the context of the employment relationship.

## **6. Arbitration**

EU, UK, and Swiss individuals may also have the possibility, under certain conditions, to invoke binding arbitration for Privacy Shield complaints that remain unresolved once the other Privacy Shield dispute resolution mechanisms have been exhausted. For additional information please visit <https://www.privacyshield.gov/article?id=ANNEX-I-introduction>.

## **7. U.S. Federal Trade Commission Enforcement**

Trax US is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission (FTC) which has jurisdiction over our compliance with the Privacy Shield Principles.