



PRIVACY POLICY

RETAILSTAT PRIVACY POLICY

Effective Date: October 28, 2026

1. Introduction

Welcome to the Privacy Policy of RetailStat, LLC ("RetailStat," "we," "us," or "our"), a Delaware limited liability company with offices located at 99 Wall Street #3650, New York, NY 10005. This Privacy Policy explains how RetailStat handles information in connection with its business research, data services, websites, platforms, and related services. Information may come from our own research, public sources, third-party providers, customers, and users of our services.

RetailStat is committed to transparency in its data and privacy practices, including how we handle business information and personal information associated with the use of our Services.

When you choose to provide information to us, you understand that we may use it for the purpose for which it was collected. If you do not want us to store or use information for that purpose, please do not provide it.

By accessing or using our Services, you acknowledge the practices described in this Privacy Policy.

Changes: We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. When we do, we will revise the effective date at the top of this policy. We may also provide additional notice through our website or other communications. We encourage you to review this policy periodically.

Business to Business: RetailStat primarily serves business customers. We handle business and research information, aggregated demographic information, and limited personal information relating to business contacts, account users, website visitors, and individuals who communicate with us.

For purposes of this Privacy Policy, "Services" includes RetailStat websites, platforms, products, reports, dashboards, related tools and features, communications, and support services.

While we take reasonable steps to protect the information you provide, no system can guarantee complete privacy. Please avoid sharing personal information that is not necessary for us to provide our Services. We encourage you to use business contact information and company-issued devices when communicating with us.

Geographic Considerations: Our operations are based in the United States, as are most of our customers. We do not actively market to businesses outside the United States. If you access our Services from outside the United States, your information may be processed in the United States, where privacy laws may differ from those in your location.

2. Information We Collect

RetailStat collects and receives business and research information from internal research, publicly available sources, third-party providers, and customers. Depending on the Service, this may include:

- Retailer and company information, including financial statements, credit and payment information, company risk assessments, and related research.
- Business location and store activity information, including store addresses, geographic coordinates, store attributes, openings, and closures.
- Aggregated demographic and market information about geographic areas or store customer bases, rather than individual consumer profiles.
- Store-level sales estimates, transaction-related business datasets, and other business information relevant to RetailStat products and models.
- Financial or business information voluntarily provided by customers, such as trade tapes, accounts receivable data, and other datasets, subject to applicable customer agreements.

We may also obtain professional contact information about retailer executives and other business contacts through research, public sources, and third-party providers. Information collected about users of our websites and services is addressed in Section 5.

3. Information Collection and Purpose

We use business, financial, location, and aggregated demographic information for research, analysis, modeling, risk assessment, reporting, and other business data services.

Our clients use this information for authorized business purposes. We may combine internal research, public records, third-party data, and customer-contributed information to develop and maintain our products, models, and research, subject to applicable agreements.

We may also use this data to improve the quality, accuracy, and effectiveness of our Services.

4. Disclosure of Business, Research, and Contributed Data

RetailStat may provide business, financial, location, and aggregated demographic information, research, and insights to subscribers and purchasers in accordance with applicable agreements and law. Customer-contributed business and financial data may be incorporated into our research or models and disclosed to other customers only where the contributing customer's agreement permits.

Aggregated demographic information provided to customers does not identify individual consumers. Other business datasets may be more detailed, and their use and disclosure depend on the nature of the information and applicable agreements.

We may also disclose information in the following circumstances:

- **Service Providers:** We may share data with trusted service providers, such as data storage and infrastructure providers, that support the operation of our Services.
- **Public Authorities:** We may disclose data when required by law or when necessary to protect our rights or the rights of others, including in response to lawful requests from law enforcement or other public authorities.
- **Subsidiaries, Affiliates, and Corporate Transactions:** We may disclose data in connection with a merger, consolidation, restructuring, sale of assets, bankruptcy proceeding, or other corporate transaction or reorganization, including to subsidiaries, affiliates, subsequent owners, co-owners, operators, or their advisors.

5. Personal Information and Data

Personal Information You Provide Directly to Us: We collect information you provide when you create an account, use our services, contact us, complete a form, register for an event, or interact with our support and communication channels. Customers may also provide confidential business information or nonpublic business records, which we handle subject to applicable agreements and obligations.

The types of personal information we may collect include:

- **Contact Information:** Name, email address, postal address, and phone number. We ask that you provide only business contact information where possible.
- **Employment Information:** Business unit or division, company name, job title, and office location.
- **Other Information:** Any additional information you choose to provide.

Business Contacts Identified Through Research: We may obtain professional contact details, including names, business email addresses, titles, and company affiliations, from public sources, research, and third-party providers.

Personal Information We Collect Automatically: We may automatically collect certain information when you access or use our Services, including:

- **Log Information:** Information about your use of the Services, such as browser type and language, application version, access times, pages viewed, Internet Protocol (IP) address, approximate geographic location, and the webpage or online service visited before navigating to our Services.
- **Device Information:** Information about the device you use to access our Services, including hardware model, operating system and version, unique device identifiers, and network information.
- **Information Collected by Cookies and Other Tracking Technologies:** We and our service providers may use cookies, web beacons (or pixel tags), and similar technologies to collect information, improve our Services, analyze usage and campaign effectiveness, and determine whether emails have been opened or acted upon.

Personal Information We Derive: We may derive information or draw inferences based on other information we collect. For example, we may infer your approximate location from your IP address or determine participation in an event based on activity associated with our Services.

Platform Information: Our services may store account settings, selected companies, portfolio information, alert preferences, exports, and other activity necessary to deliver requested features.

Use of Personal Information: We may use personal information to:

- Operate, maintain, and improve our Services.
- Respond to your questions, comments, and requests.
- Provide requested information or services, including confirmations and receipts.
- Send newsletters and updates.
- Communicate with you about our Services, programming, and events.
- Monitor and analyze usage, trends, and activities related to our Services.
- Manage online accounts and send technical notices, updates, security alerts, and support or administrative messages.
- Notify you about changes to our Services.

In connection with RetailStat AI, we may process prompts, responses, feedback, conversation history, and related usage data to provide responses, maintain conversation continuity where available, support users, troubleshoot issues, evaluate quality, and improve our services.

We may process and store your personal information in the United States, which may have data protection laws that differ from those in the region where you are located.

Disclosure of Personal Information: We may share personal information as described below or elsewhere in this Privacy Policy.

With Service Providers: We may share personal information with vendors, consultants, professional advisors, hosting providers, infrastructure providers, analytics providers, security providers, customer support providers, and other service providers that perform services on our behalf and require access to information to provide those services.

In connection with RetailStat Intelligence and RetailStat AI, this may include approved AI infrastructure and model providers. For example, certain AI-enabled functionality may involve sending a limited request payload to Anthropic Claude models through Amazon Bedrock, as further described below.

Business Transactions: We may share personal information in connection with a merger, financing, sale of RetailStat assets, acquisition, or other corporate transaction involving all or part of our business.

Legal Requirements and Safety: We may disclose personal information if we believe disclosure is required by applicable law or legal process, including lawful requests from public authorities. We may also disclose information when necessary to protect our rights, property, or safety, or the rights, property, or safety of others.

With Your Consent or Direction: We may share personal information with third parties when you provide consent or direct us to do so. We may also share aggregated or de-identified information that cannot reasonably be used to identify you.

5A. RetailStat Intelligence and RetailStat AI

RetailStat Intelligence is a platform that includes RetailStat AI, a research feature that uses RetailStat data, research materials, approved third-party sources, and relevant platform content to respond to users' questions.

When you use RetailStat AI, we may process prompts, instructions, conversation history, generated responses, feedback, error reports, support requests, account and session identifiers, timestamps, and related technical logs.

RetailStat AI conversation history may remain accessible after an individual chat ends, and users may export available results.

RetailStat may retain prompts, responses, conversation history, feedback, and related information as needed to provide and support its services, comply with applicable legal or contractual requirements, maintain records, and follow its internal retention practices.

We may also retain account activity, portfolio selections, alert preferences, and other platform information after a subscription or account ends, subject to applicable law, agreements, and retention practices.

Authorized RetailStat personnel may review AI prompts, responses, feedback, and usage data to operate, support, troubleshoot, evaluate, and improve RetailStat AI. This is separate from training third-party foundation models.

RetailStat AI currently uses Anthropic Claude models through Amazon Bedrock. AWS operates the models within its own infrastructure, and Anthropic does not have access to customer prompts, model responses, or Amazon Bedrock service logs. RetailStat sends only selected information needed to process an AI request through Amazon Bedrock; neither AWS nor Anthropic receives unrestricted access to RetailStat's databases or internal systems.

An AI request may include the user's prompt, relevant retrieved content, and conversation context needed to generate a response.

Amazon Bedrock does not share customer prompts or model responses with Anthropic or other model providers. Neither AWS nor third-party model providers use inputs to or outputs from Amazon Bedrock to train their models. AWS may process or retain certain information under its applicable service and abuse-detection practices. Separately, RetailStat may retain AI conversations and operational records as described above.

RetailStat AI is designed to support research using available RetailStat data, analyst materials, and approved sources. While it strives for accuracy, responses may be incomplete, inaccurate, outdated, or require clarification.

Users should verify important information against RetailStat source materials and contact RetailStat's Analyst team with questions, for additional context, or for in-depth support.

Please do not submit personal, regulated, confidential, or third-party information into RetailStat AI or other Services unless you have the right and authority to do so and the submission complies with applicable law and contractual obligations.

6. Cookie Policy

RetailStat uses cookies, web beacons, and similar technologies to operate and improve our Services, understand how they are used, and support marketing activities.

Essential Cookies: These cookies are necessary for our websites and Services to function properly. Without them, certain features or functionality may not be available.

Advertising Cookies: These cookies may be used to help deliver advertising that is more relevant to your interests and browsing activity.

Analytics Cookies: These cookies help us understand how users interact with our websites and Services, including the number of visitors, pages viewed, and sources of traffic. We use this information to improve performance and user experience.

Managing and Disabling Cookies: You can manage or disable cookies through your browser settings. Most browsers allow you to accept or reject cookies, delete existing cookies, or set preferences for certain websites.

Please note that disabling or blocking cookies may affect certain website features or functionality. For more information about managing cookies, visit www.allaboutcookies.org.

7. Advertising and Analytics Services Provided by Others

We use third-party analytics and advertising services, including Google Analytics and other website tracking technologies. Such providers may use cookies, web beacons, and similar technologies to collect information about visits to our websites and use of our services.

This information helps us understand site activity, measure performance, and deliver or assess advertising and other communications. Certain technologies may track activity across websites, subject to applicable law and available privacy choices.

For more information about interest-based advertising and available opt-out options, visit www.networkadvertising.org.

Browser and device settings may allow you to limit certain cookies and tracking technologies. For information on how Google processes information from sites using its services, visit <https://policies.google.com/technologies/partner-sites>. Google also provides an Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.

8. Your Other Rights

Depending on applicable law, you may have rights concerning personal information we hold about you, including rights to access, correct, delete, obtain a copy of, or object to certain uses of that information.

You may submit privacy requests, including applicable requests concerning targeted advertising or other processing, to privacy@retailstat.com. We will review them and respond as required by applicable law. Where available under applicable law, you may also appeal a decision on your request by contacting us at that address.

We may need to verify your identity before acting on certain requests, and exceptions or retention obligations may apply.

If you believe your privacy rights have been violated, please contact us at privacy@retailstat.com so we can review and address your concerns.

9. California Consumers

While our primary focus is on business-to-business transactions, we recognize California residents may have additional rights regarding their personal information under the California Consumer Privacy Act (CCPA) concerning the Personal Data we may have collected about them. These rights may include the right to know and access personal information we collect, request correction or deletion of personal information, and opt out of certain sales or sharing of personal information. California law may also provide the right to limit certain uses and disclosures of sensitive personal information and the right not to be discriminated against for exercising applicable privacy rights.

The categories of personal information RetailStat collects, the sources of that information, and the purposes for which it is used or disclosed are described throughout this Privacy Policy, including Sections 2 through 7. We retain personal information as reasonably necessary for the purposes described in this Policy, subject to applicable legal requirements, contractual obligations, and our retention practices.

California residents may submit requests regarding their personal information to privacy@retailstat.com. We will review and respond to requests as soon as possible.

10. Security

We use reasonable technical and organizational measures to protect the Personal Data we process from unauthorized access, use, or disclosure.

However, no method of transmitting or storing information online is completely secure.

You are responsible for keeping your account credentials secure. We recommend using strong passwords, keeping your devices and software up to date, and avoiding the transmission of sensitive information over unsecured networks.

Any information you send to us over the Internet is transmitted at your own risk.

11. Children's Privacy

RetailStat provides business-oriented services and does not direct its products or marketing to children. Our public websites may nevertheless be accessible to minors.

We do not knowingly solicit personal information from children under 18 through our websites. If a parent or guardian believes a child has provided personal information to us, they may contact privacy@retailstat.com. We will review such reports and take appropriate steps in accordance with applicable law.

12. Privacy Questions or Concerns

If you have questions or concerns about this Privacy Policy or how we handle your information, please contact our IT and Data Protection team at privacy@retailstat.com.

We will review your inquiry and respond as promptly as reasonably possible.