Program Privacy Notice

Last updated: **10/16/2026**

1. Who We Are

CopyCo Printing LLC d/b/a SHIFT ("SHIFT," "we," "us," or "our") administers consumer rebate, reward, and sales incentive programs, including the issuance of prepaid cards through our banking partners. This Privacy Notice describes how we collect, use, and share personal information when you visit our program websites, enroll in a program, submit a claim, or receive and use a prepaid card administered by us (collectively, the "Services"). Prepaid cards are issued by Byline Bank, Member FDIC; Byline Bank's privacy notice applies to information it holds as Issuer (see Section 8).

2. Information We Collect

Information you provide to us:

- Enrollment and account information: name, mailing address, email address, phone number, and login credentials.
- Claim information: purchase details you submit to support a rebate or incentive claim, such as invoice or receipt images, product and quantity purchased, purchase date, and the retailer or dealership involved.
- Support communications: information you provide when you contact customer support.

Information we collect from other sources:

- Transaction verification data: participating retailers and program funders may provide point-of-sale data that we use to verify the purchases underlying your claim and to prevent fraud.
- Card transaction data: our card processing partners provide transaction information (date, amount, merchant) for cards we administer, which we use for servicing, support, and fraud prevention.
- Device and usage data: when you use our websites we collect standard log information such as IP address, browser type, pages visited, and cookies used to operate and secure the Services.

3. How We Use Information

- To process your enrollment, validate and pay claims, and issue and service prepaid cards;
- To verify claimed purchases against retailer point-of-sale records and to detect and prevent fraud, abuse, and duplicate claims;
- To provide customer support and communicate with you about your account, claims, and cards (see our E-SIGN Consent for electronic delivery);
- To satisfy legal obligations, including tax information reporting and responses to lawful requests;
- To produce aggregated or de-identified reporting and analytics for program operation and improvement.

4. How We Share Information

- **Banking and card partners:** we share information with the card Issuer (Byline Bank), our card processor, and card fulfillment vendors as necessary to issue and service your card.
- **Program funders:** the manufacturer or brand funding your program receives program-level reporting.

- **Service providers:** vendors who host, secure, and support the Services under contractual confidentiality obligations.
- **Legal and safety:** government agencies, courts, or other parties where required by law, to enforce our terms, or to protect rights, safety, and property.
- **Corporate events:** in connection with a merger, acquisition, or sale of assets, subject to this Notice.

We do not sell your personal information, and we do not share it for cross-context behavioral advertising.

5. Data Security and Retention

We maintain administrative, technical, and physical safeguards designed to protect personal information, including encryption of data in transit and at rest, field-level encryption for sensitive data elements such as taxpayer identification numbers, role-based access controls, and logging and monitoring. We retain personal information for as long as needed to operate the program, meet tax, legal, and audit obligations, and resolve disputes, after which it is deleted or de-identified.

6. Your Choices and Rights

Depending on your state of residence, you may have rights to access, correct, delete, or obtain a copy of your personal information, and to appeal a decision on such a request. To exercise these rights, contact us at **support@TownFairRewards.com** or write to us at 444 W Lake Street, Suite 1700, Chicago, IL 60606. We will verify your request using the information associated with your account. We will not discriminate against you for exercising your rights. Note that we must retain certain information to comply with law (for example, tax records and fraud-prevention records) even after a deletion request.

7. Children

The Services are intended for individuals eighteen (18) years of age or older. We do not knowingly collect personal information from children under 13, and program participation is not open to minors.

8. Issuer Privacy Notice

Byline Bank, as Issuer of program prepaid cards, maintains its own privacy notice governing information it collects and holds: https://www.bylinebank.com/privacy-policy/privacy-notice/

9. Changes to This Notice

We may update this Privacy Notice from time to time. The current version will always be posted at **www.TownFairRewards.com/privacy** with its effective date. If we make material changes, we will provide notice as required by applicable law.

10. Contact Us

Questions about this Notice or our privacy practices: **support@TownFairRewards.com** · 444 W Lake Street, Suite 1700, Chicago, IL 60606