

retailvalueinc.com – Online Privacy Policy

Effective Date: March 25, 2021

This Online Privacy Policy applies to information about you that Retail Value Inc. (“RVI,” “we,” “our,” “us”) may obtain when you visit retailvalueinc.com (the “Website”). This Privacy Policy describes how we may collect, use, or share information about you; your choices regarding our use of your information; how we safeguard such information; and how you may contact us regarding our privacy practices.

Collection of Personal Information

Information You Provide. We may obtain information that you provide directly to us when you interact with the Website (for example, when you use our contact form, sign up for investor alerts, or send a message to investor relations). This information may include personal information, which is information that can be used to identify you individually, such as your name, email address, phone number, physical address, and company affiliation.

Information Collected Automatically. We use various tools and technologies like cookies and web server logs to collect information automatically on the Website. This information may include IP addresses, device identifiers, browser characteristics, operating system details, internet service provider details, language preferences, referring URLs, time and length of visits, and pages viewed.

“Cookies” are small data files stored by your web browser on your computer. Cookies may allow a website to recognize a user’s device, record user preferences, track the pages a user clicks on while visiting the website, and identify the website visited immediately beforehand. Most web browsers accept cookies by default, but you may be able to adjust your browser settings to remove or reject cookies. Please note that blocking cookies may affect the availability and functionality of this Website and other websites. Also, disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out.

Your web browser may have settings that allow you to transmit a “Do Not Track” signal when you visit various websites or use online services. Like many websites, the Website is not designed to respond to “Do Not Track” signals received from browsers. To learn more about “Do Not Track” signals, visit www.allaboutdnt.com.

We may combine certain automatically collected information with other information we obtain about you, which may include data we obtain from third parties.

Please note that we or third parties may collect personal information about your online activities over time and across different devices and online properties when you use the Website.

Information collected from other parties. Our service providers may share with us your personal information that you submit to them. We may combine information that we have about you with information we obtain from other parties. When you submit information to another party, you are subject to that third party's terms of use and privacy policies, for which we are not responsible.

Use of Personal Information

We may use personal information we collect through the Website for various business and commercial purposes including:

- Facilitating and personalizing your user experience;
- Communicating with you, including to respond to your requests or inquiries;
- Processing your transactions;
- Marketing;
- Conducting contests and processing prizes;
- Monitoring and analyzing trends, usage, and activities of Website visitors and users;
- Improving the Website;
- Preventing, investigating, identifying, or taking any other action with regard to any suspected or actual fraudulent or illegal activity or activity that violates our policies;
- Complying with applicable laws, regulations, or legal process as well as industry standards and our company policies; or
- Any other purpose, with your consent.

Sharing of Personal Information

We may share your personal information with our subsidiaries, affiliates, business partners, and vendors that provide services on our behalf.

In the event of a business transaction, such as if we sell or transfer all or a portion of our business or assets (for example, further to a merger, reorganization, liquidation, or any other business transaction, including negotiations of such transactions), we reserve the right to disclose any information we obtain through the Website.

Additionally, RVI may disclose personal information when required by subpoena, search warrant, or other legal processes; in response to activities that are unlawful or a violation of RVI's rules for use of the Website; or to protect and defend our rights or property.

Analytics and Advertising

We may use various web analytics services, including Google Analytics, to help us understand and analyze how visitors use the Website and to serve ads on our behalf across the Internet. We and our vendors may employ first-party and third-party identifiers, including cookies, to

deliver advertisements, create a profile of you, measure your interests, detect your demographics, identify your location, and personalize content.

We may use these analytics services and other technologies to collect and use data in connection with interest-based advertising. Advertising technology companies and advertisers may use, store, or access cookies, web beacons, and other storage technologies to collect or receive information from the Website and elsewhere on the Internet. They may then use that information to provide advertising services to us, including interest-based advertising or advertisements targeted to your interests delivered over time and across online services and devices.

To find out more about how these services manage the privacy of information in conjunction with delivering ads online and how to opt out of information collection by these networks, visit youradchoices.com/control and optout.networkadvertising.org.

For more information on how Google Analytics uses data collected through the Website, visit policies.google.com/technologies/partner-sites. You may be able to opt out of Google Analytics by visiting tools.google.com/dlpage/gaoptout.

We have also implemented Google Analytics Advertising Features such as remarketing with analytics, interest-based advertising, demographics and interests reporting, user segment analysis, and impression reporting. To opt out of Google's network of interest-based advertising, visit adssettings.google.com.

Please note that we do not control how other parties manage their opt-out processes.

Sweepstakes, Contests, and Similar Promotions

We may operate sweepstakes, contests, raffles, and similar promotions (each, a "Promotion") jointly sponsored or offered by third parties that may require submitting personal information. If you choose to participate in a Promotion, your personal information may be disclosed to third parties as described in the terms applicable to that Promotion. Insofar as the terms applicable to a particular Promotion conflict with this Privacy Policy, the terms applicable to the Promotion shall control.

Linked Websites

Our Website may include links to other websites that are not owned or operated by RVI. This Privacy Policy does not apply to those websites, which may have their own privacy policies or notices that you should review to understand how they may collect, use, or disclose your personal information. RVI is not responsible for the content or privacy practices of any linked websites that it does not control.

The Website also may provide links to other websites operated by RVI or our subsidiaries, brands, or affiliates. Unless indicated otherwise, these websites are not governed by this

Privacy Policy; we encourage you to review the privacy policies posted on these linked websites.

Security

We take reasonable measures to protect your personal information from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and online digital storage are not completely secure, so we cannot guarantee the security of your information collected through the Website.

Your Choices

Communication Preferences and Marketing. If you do not wish to receive marketing emails from us, you can opt out of future marketing emails by following the instructions provided in our marketing emails. Opting out of marketing emails will not affect our administrative emails to you (for example, emails about your tenancy).

Accessing, Reviewing, and Changing Your Personal Information. Registered users can review and change certain personal information (for example, email, password, phone number, physical address) at any time by accessing their account.

California Privacy Rights

California Consumer Privacy Act (the “CCPA”). This CCPA notice covers RVI’s limited collection, use, and disclosure of California consumers’ personal information (as defined in the CCPA) and describes the rights California residents have under the CCPA. RVI does not sell California consumers’ personal information.

In the last 12 months, we have collected the following types of personal information about California consumers:

Category of Personal Information	Examples of Personal Information and Disclosure Information
Identifiers and Records	These may include your name, contact information, online identifier, Internet Protocol address, email address, or other similar identifiers.
Customer Account Details / Commercial Information	These may include records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

Category of Personal Information	Examples of Personal Information and Disclosure Information
Internet Usage Information	This may include browsing history, search history, and information regarding your interaction with our Website, mobile applications, or advertisements.

Subject to verification of your identity, you may ask us for your personal information in our possession, or information about such personal information, and you may request that we delete the personal information we collect directly from you. You may use an authorized agent to submit requests. We will not discriminate against any California resident who exercises their rights under the CCPA. To submit a CCPA rights request to us, contact us via email at privacy@sitecenters.com or by mail at ATTN: RVI Privacy Dept., 3300 Enterprise Parkway, Beachwood, OH 44122.

California’s Shine the Light Law. California law permits “customers” in California to request certain details about how their personal information is shared with third parties and, in some cases, affiliates if that personal information is shared for those third parties’ and affiliates’ own direct marketing purposes. We do not share personal information with third parties or affiliates for those third parties’ or affiliates’ own direct marketing purposes. Californians may request information about our compliance with this law by contacting us at privacy@sitecenters.com.

Please note that CCPA rights and “Shine the Light” rights exist under different legal regimes, so you must exercise your rights under each law separately.

Information for Users Outside the United States

If you are visiting our Website from outside the United States, please be aware that information we obtain about you will be processed in the United States and may be processed in other jurisdictions. By using the Website, you acknowledge your personal information may be transferred to and processed in a jurisdiction outside your own as described in this Privacy Policy. Please be aware that the data protection laws and regulations that apply to your personal information transferred to the United States may be different from the laws in your country of residence.

Revisions

This Privacy Policy is subject to change at our discretion. We will indicate changes to the Privacy Policy by updating the “Effective Date” at the beginning of the Policy. Your continued use of this Website after any update to this Privacy Policy will constitute your acceptance of our changes.

Contact Information

You may send comments or questions regarding this Privacy Policy via email to privacy@sitecenters.com.