



9/1/19

Display Collection Services



We hope this letter finds you well. C-store Pro constantly works with partners to help bring better results for your store, customers, and others. One of our partners we are working with, Nielsen would like to occasionally visit your store to view display information and on-floor inventory of selected categories. This partner may collect the information electronically using a hand-held terminal/device or digital camera.

The representative will check in with the store management/ personnel team. The representative will have the appropriate employee identification, and a copy of this authorization letter. Information collected **will not** require sales figures or other restricted information.

All visits will be conducted in the following manner:

- All work will be performed by fully trained, professional representatives of The Nielsen Company.
- The collection **will not** involve any store personnel or customers during the collection process nor will store operations be disrupted in anyway.
- A digital camera may also be used to either take pictures of individual items for new item coding purposes.
- Representative(s) may use a handheld electronic scanner to record the information.
- The representative(s) **will NOT** go behind the counter, in the stockroom, or in any other area of the store accessible to employees only.
- The representative(s) will leave all shelving and product in the same state it was found (i.e. – placing products back in their original location).

Please allow this access to Nielsen representatives who present this authorization letter along with a photo ID. In order to avoid confusion, please ensure that all appropriate store personnel are aware of this in store activity.

If you have any questions please feel free to reach me.

Sincerely,

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