

THE LAW FIRM OF  
**WM. FABER LTD.**  
A PROFESSIONAL CORPORATION  
236 NORTH WATER STREET, SUITE 300  
DECATUR, ILLINOIS 62523

TELEPHONE (217) 425-9002  
TOLL FREE (877) WMFABER  
963-2237

FAX (217) 425-9025  
E-MAIL [wmfaber@wmfaberlaw.com](mailto:wmfaber@wmfaberlaw.com)

DEBRA HAUGE  
ADMINISTRATOR  
ELIZABETH KOHN  
LEGAL ASSISTANT  
WILLIAM C. FABER, JR.  
LAWYER

MEMBER:  
ILLINOIS TRIAL LAWYERS ASSOCIATION  
ASSOCIATION OF TRIAL LAWYERS OF AMERICA  
AMERICAN SOCIETY OF SAFETY ENGINEERS  
NATIONAL SAFETY COUNCIL  
CONSTRUCTION SAFETY DIVISION  
POWER PRESS SAFETY DIVISION

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*"The safety of the people  
is the highest law"*  
-CICERO

## **Store Savings Cards Only the Beginning of Surveillance**

Grocery stores require a card to get discounts. The promoted purpose of the cards is to save you money, but the cards let retailers amass unprecedented amounts of information about your buying and eating habits. The stores own your profile.

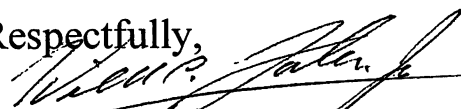
A growing number of customers raise concerns about the privacy implications the cards. There is a storm on the horizon.

In generation age, customers refused to freely give marketers personal information. Then they hit on the idea of a discount card as a way to get lots of personal customer information for free.

Retailers collect your information and then sell it to others. The police or lawyers snooping in a car crash case can subpoena your shopping information to find out if you bought a case a beer or bottle of whiskey.

They can figure out your family's drinking habits. And while you shop, management focuses an array of cameras on you as you pass through the bread aisle. Is this the America that free citizens really want ? For more information go to [www.nocards.org](http://www.nocards.org).

Respectfully,



William C. Faber, Jr.