

## Privacy Policy

Last updated: May 31, 2018

This Privacy Policy is meant to help you understand Foster Farm’s practices in connection with personal information that we collect through activities that link to this Privacy Policy, including our website and marketing initiatives. When you provide us personal information through these activities, you expressly consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy.

Our activities covered by this Privacy Policy are for the use of residents of the United States only. By using this site, you agree with the terms of this Privacy Policy. Whenever you submit information via this site, you consent to the collection, use and disclosure of that information in accordance with this Privacy Policy.

In the future we may update this Privacy Policy and any changes to it will become effective when we post the revised Privacy Policy on our website. If the changes are significant, we will provide a more prominent notice.

The term “Personal Information,” as used in this Privacy Policy, is any information that is identifiable to you, including information that can be used to identify, locate, or contact you. We may also collect information that is not identifiable to you and is therefore not considered “Personal Information.” This Privacy Policy does not apply to our use of non-personal identifying information.

The types of Personal Information we may collect include:

- Name
- Contact Information (such as postal address, telephone number, and/or email address)
- Date of birth
- Purchase history
- Marketing Preferences

As explained in our “Cookie Policy” below, we use technology to collect information and, like many companies, we collect traffic data through the use of cookies. Cookies are information files that your web browser places on your computer when you visit a website. We may use cookies to collect information from your device or browsers (such as your IP address), but we do not reference it with a personal identifier.

### How we may collect Personal Information

We may collect Personal Information about you in a number of ways, including:

- **Information You Provide.** We collect Personal Information you voluntarily provide to us in connection with our activities such as our sweepstakes, promotional events, or other marketing initiatives.

- **Information We Obtain from Third Parties.** We may receive your Personal Information from our retailers or other third parties who we work with to administer our activities. If you engage with us via social media then we may collect Personal Information about you via these sites. For more information about social media platform privacy practices, please review the privacy policies and settings of the social media platforms that you use.

### **How we may use Personal Information**

We use your Personal Information to serve you better and to operate and improve our business. The following are examples of the types of general purposes for which we may use your Personal Information:

- **For internal marketing purposes.** We may use your Personal Information to let you know about current offers and events and to provide you information based on your preferences and interests.
- **To communicate with you.** We may use your Personal Information to communicate with you about any of our activities such as events, programs, promotions, prizes, reviews and other offers that you may be interested in.
- **To comply with rules.** We may use your Personal Information, such as your age, to verify your eligibility in order to participate in our marketing activities.

### **How we may share Personal Information**

Foster Farms does not disclose any Personal Information to third parties for their own marketing purposes and we do not sell your Personal Information to any outside entity. To the extent permitted by applicable law, we may share your Personal Information with the following:

- **With other companies that we have retained to work with in order to perform services on our behalf.** We may share your Personal Information with third parties including retailers or vendors who provide us with services such as administering our marketing activities or hosting our IT services. These companies are not allowed to use or disclose your Personal Information except as necessary to perform services on our behalf or to comply with the law.
- **Where necessary and appropriate to comply with the law.** We may share your Personal Information in order to (i) comply with law or legal process or respond to law enforcement authorities or other government officials, (ii) enforce our terms and conditions, (iii) prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity or (iv) to protect our operations.
- **In the event of a business merger.** We may share your Personal Information with a third party company in the event that we sell, reorganize, merge, transfer or form a joint venture with any portion of our business. In that case, we will use reasonable efforts to ensure that the new company treats your Personal Information as described in this Privacy Policy.

### **Security**

We have taken appropriate steps to secure the Personal Information we receive against unauthorized access and use, including the use of administrative, technical, and physical controls designed to safeguard your Personal Information. Important: Data transmission over the Internet is never 100% secure and any information disclosed online has the potential to be collected and used by parties other than the intended recipient.

## **Individual Access and Choice**

We offer you the following choices regarding our use and disclosure of your Personal Information, which you can make at any time:

- You can choose to stop receiving email communications from us
- You can review and request changes to your Personal Information

To exercise the choices you have with regard to your Personal Information as described in this Privacy Policy, please let us know by contacting us via the methods described in the section titled below “How to Contact Us” and clearly describe your request. We may limit or deny access to Personal Information where providing such access is unreasonably burdensome or expensive under the circumstances, or as we otherwise deem appropriate.

## **Children**

This website and our services are not directed at children or intended to be used by children and we do not knowingly collect information from children under the age of thirteen (13). If we learn a person under the age of thirteen (13) has submitted information to us, we will attempt to delete this information.

## **Cookie Policy**

Most browsers accept cookies automatically, but can be configured not to accept them or to indicate when a cookie is being sent. Foster Farms’ server may use a non-persistent cookie to collect your IP address, but does not reference it with any personal identifier. We do not extract personal information in this process nor do we provide this information to third parties. Cookies allow us to customize your user interface to speed up the navigation process and to make the site experience more efficient. If your browser is configured to reject cookies, you will not be able to utilize some of the features of the Foster Farms websites. Some browsers use “Do Not Track” signals or similar mechanisms that allow you to tell a website not to track you. We currently do not respond to Do Not Track signals.

## **Your California Privacy Rights**

If you reside in California, you have the right to ask us one time each year if we have shared your Personal Information with third parties for their direct marketing purposes. To make a request, please send us an email or call us at the phone number listed below and indicate that you are a California resident making a “Shine the Light” inquiry.

## **How To Contact Us**

### **Opt Out**

You may opt out of receiving e-mail communications during the registration process or by emailing us at [unsubscribe@www.fosterfarms.com](mailto:unsubscribe@www.fosterfarms.com).

### **Questions Or Concerns?**

If you have any questions or comments about this Privacy Policy or if you would like us to update the information we have about you, please contact us by e-mail at [questions@www.fosterfarms.com](mailto:questions@www.fosterfarms.com) or call our toll free number 1-800-255-7227.