

This Privacy Policy is intended to help you understand how Sprout Foods Inc. (“Sprout”) collects, uses, and safeguards the personal information you choose to voluntarily disclose to us through our website (the “Site.”)

- 1. What Information is Collected.** When you visit our Site, two types of information may be collected: (a) personal information that you voluntarily choose to disclose, which includes your name, address, e-mail address, and previous purchases of Sprout products; and (b) aggregate information collected when you and others use our Site. Sprout does not collect any personally identifiable information from you unless you voluntarily choose to submit or otherwise disclose such information to us.
- 2. How Information is Collected.** We collect personal information from you in the following ways:
 - When you enter personal information to access special offers
 - When you enter personal information on our “Contact Us” pageWe automatically collect non-personally identifiable information when you visit the Site, such as browser type, operating system, and the domain name of your internet service provider.
- 3. How We Use the Information Collected.** We use the personal information collected to respond to an e-mail or other inquiry or to send you coupons and special offers. We may use the aggregate information we collect to improve our Site. We may also combine this aggregate information with other generally or publicly available information to help us identify the preferences or interests of users of the Site.
- 4. Children’s Privacy.** The Site is intended for adults. Sprout does not knowingly collect personal information from children under the age of 13. If Sprout learns that it has obtained personally identifiable information about a child under 13, Sprout will delete that information from its existing files.
- 5. Sharing and Transfer of Personal Information.** Sprout will not sell, trade, or rent your personal information to third-parties, but we may share your personal information with service providers we have retained to perform services on our behalf. These service providers are Valassis Communications, Inc., and Stafford Communications Group. We do not authorize service providers to use or disclose the information except as necessary to perform these services or comply with applicable law. In addition, we may disclose information in following instances: (a) where you expressly authorize us to disclose; (b) where we are required to disclose by law or legal process; (c) where we reasonably believe disclosure is necessary to protect our property or assert our legal rights; or (d) we reasonably determine disclosure is necessary to protect the property or safety of any other person.
- 6. How We Protect Personal Information.** We maintain administrative, technical, and physical safeguards designed to protect against loss, misuse, disclosure, or destruction of all personal information we collect on line. However, since no data transmission is 100% secure, we cannot ensure or warrant the security of any personal information you voluntarily provide online. You do so at your own risk. Sprout will not be liable for disclosures of your personal information due to errors in transmission or unauthorized acts of third-parties.
- 7. Our Policy Regarding Cookies.** A cookie is a text-only string of information that a website transfers to the cookie file of the browser so that the website can remember who you are. Cookies may be used to compile anonymous aggregated statistics that allow us to understand how visitors use our Site and to help us improve the operation, content, and services provided on the Site. This information may also be used by Sprout to detect and resolve website problems and to assist with customer support. We do not collect any personally identifiable information about visitors in this process. You can remove cookies by following the directions provided through your internet browser. If cookies are disabled, however, you may not be able to use all of the features on our Site.
- 8. External Links.** The Site contains links to third-party websites. We have not reviewed these third-party sites and do not control and are not responsible for any of these sites or their privacy policy. If you decide to access any of these third-party sites, you do so at your own risk, and we suggest you review the privacy policy for those sites.
- 9. Changes to Our Privacy Policy.** We regularly review our Privacy Policy to ensure that it provides an appropriate level of protection for your personal information, and we may make changes to the policy to keep it current with industry standards. We will post the date of the most recent revisions. Please check this page to make sure you are current and up to date on our Privacy Policy.
- 10. How to Contact Us.** If you have any questions about our Privacy Policy, please contact us at:

Sprout Organic Foods
50 Chestnut Ridge Road, Suite 205
Montvale, NJ 07645
Phone: 201-746-6999
Email: dpo@sproutfoods.com