

Online Privacy Statement

Effective date: June 26, 2013

The National Pork Board (“NPB,” “we,” “us,” and “our”) owns and operates this website (this “Site”). NPB collects certain information about you through this Site. Some of the information NPB collects may be “personal information”—information that identifies you personally, alone or in combination with other information available to us. Other information may be nonpersonally identifiable.

This Online Privacy Statement (this “Statement”) applies to any NPB-owned website on which it is posted and explains what information we may collect through this Site, why we collect such information, how your information is protected and the choices you have about how we use it.

To jump to a particular section, click on the relevant link. Otherwise, scroll down to read the entire Statement.

Contents

Online Privacy Statement	1
Your Consent	2
Our Terms of Use.....	2
Additional Privacy Notices	2
Your Choices	2
Changes to this Statement.....	2
Information We Collect	3
Information About Third-Party Cookies.....	4
How We Use Your Information.....	5
How We Share Your Information.....	5
How We Protect Your Information.....	6
Children’s Privacy	6
Links to Other Websites.....	6
Access to Your Personal Information	7
Retention of Personal Information.....	7
Governing Law	7
Questions About This Statement or NPB’s Data Practices	7

Your Consent

By using this Site, you are consenting to the collection, use, disclosure, and transfer of your information as described in this Statement. If you do not consent to the collection, use, disclosure and transfer of your information as described in this Statement, you may not use this Site.

Our Terms of Use

This Policy is part of the [Terms of Use](#) that govern your use of this Site. We typically provide a link to our [Terms of Use](#) in the universal footer of this Site.

Additional Privacy Notices

This Statement may be supplemented or amended from time to time by privacy notices (“Privacy Notices”), provided at the time we collect your information. For example, certain pages of this Site may contain Privacy Notices providing more details about the information we collect on those particular pages, why we need that information, and choices you may have about the ways we use that information.

Your Choices

In General. We respect your right to make choices about the ways we collect, use, and disclose your information. This Statement describes some of your choices, such as your choice to opt out of receiving “cookies.” In most cases, however, we will ask you to indicate your choices at the time and on the page where you provide your information. In addition, we will include an “opt out” link in each electronic newsletter or promotional email we send you, so that you can inform us that you do not wish to receive such communications from us in the future.

Previously Expressed Preferences. You may change previously expressed preferences regarding how we use your information. On some of our websites, registered users may be able to change their preferences through your account settings. [Otherwise, you can contact us using the information provided below.](#)

Changes to this Statement

NPB reserves the right to update or modify this Statement and any Privacy Notice, at any time and without prior notice, by posting the revised version of the Statement or Privacy Notice on this Site. These changes will only apply to the information we collect after we have posted the revised Statement or Privacy Notice on this Site.

Your use of this Site following any such change constitutes your agreement that all information collected from or about you after the revised Statement is posted will be subject to the terms of the revised Statement. You may access the current version of this Statement at any time by clicking on the link marked “Privacy” at the bottom of each page of the public areas of this Site.

Information We Collect

Information You Manually Provide. NPB collects the information you manually provide (using your keyboard, mouse, or touchpad) when you use this Site. For example, we collect the information you provide when you register with one of our websites, sign up to receive one of our newsletters or to participate in one of our programs, submit or comment on a recipe, order a product, or e-mail us with questions or feedback. Some of this information may be personally identifiable.

Information From Third-Party Social Media Platforms. You may be able to register with, log on to, or enhance your profile on this Site by choosing to automatically populate the requested data fields with information you previously provided to a third-party social media platform (such as Facebook or Twitter). By doing this, you are asking the third-party platform to send us information from your profile on that platform. We treat that information as we do any other information you give to us when you register, log on, or enhance your profile.

Information Sent to Us by Your Web Browser. NPB collects information that is sent to us automatically by your web browser. This information typically includes the IP address of your Internet service provider, the name of your operating system, the name and version of your browser, the date and time of your visit, and the pages you visit. The information we receive depends on the settings on your web browser. Please check your browser if you want to learn what information your browser sends or how to change your settings.

The information we receive from your web browser is not, in and of itself, personally identifiable. Generally, we use this information in the aggregate to help us improve this Site and make it more compatible with the technology used by our visitors. However, we may combine this information with other information in an attempt to identify you or we may combine it with information that does identify you. We may also review our server logs for security purposes—for example, to detect intrusions into our network—and we might share our server logs, which contain visitors’ IP addresses, with the appropriate investigative authorities who could use that information to trace and identify you.

Information From Your Mobile or Tablet Device. Likewise, if you access this Site through your mobile device, we may automatically collect certain information from or about your device. The types of information we may collect include the type of device you use, the IP address of your device, your device’s operating system, the type of mobile or tablet Internet browsers you use, and information about the way you use our mobile or tablet application. This information is not, in and of itself, personally identifiable, but we may combine it with other information in an attempt to identify you or we may combine it with information that does identify you.

Information Collected by Cookies and Other Technologies. We use “cookies” and other technologies to collect information and support certain features of this Site. For example, we may use these technologies to:

- collect information about the ways visitors use this Site—which pages they visit, which links they use, and how long they stay on each page;
- support the features and functionality of this Site—for example, to save you the trouble of reentering information already in our database or to prompt the settings you established on previous visits;
- personalize your experience when you use this Site; and
- improve our marketing efforts, including through use of targeted advertising.

The information we collect using cookies and similar technologies is not, in and of itself, personally identifiable, but we may combine it with other information in an attempt to identify you or we may combine it with information that does identify you. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept cookies when you visit this Site, you may be unable to use all of the functionality of this Site if your browser rejects our cookies.

Information About Third-Party Cookies

In addition to the cookies NPB delivers to your computer or mobile device through this Site, certain third parties may deliver cookies to you for a variety of reasons. For example, we use Google Analytics, a web analytics tool that helps us understand how visitors engage with our Sites. To learn more about Google Analytics, [click here](#).

Other third parties may deliver cookies to your computer or mobile device for the purpose of tracking your online behaviors across nonaffiliated websites and delivering targeted advertisements either on this Site or on other websites.

You have choices about the collection of information by third parties on this Site. For example, if you don’t want information about your visit to this Site sent to Google Analytics, you may download an Opt-out Browser Add-on by [clicking here](#). Please note that the Add-on does not prevent information from being sent to NPB.

In addition, if you would like to opt-out of having interest-based information collected by certain entities during your visits to this Site or other websites, please [click here](#). You will be directed to an industry-developed website that contains mechanisms for choosing whether each listed entity may collect and use data for online behavioral advertising purposes. It may be that some of the third parties that collect interest-based information on this Site do not participate in the industry-developed opt-out website, in which case the best way to avoid third-party tracking of your online behaviors may be through your browser settings and deletion of cookies.

How We Use Your Information

Generally, we use the information we collect through this Site:

- to provide the information, products and services you request;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use this Site and our other websites;
- to contact you with information and notices related to your use of this Site;
- to contact you with special offers and other information we believe will be of interest to you (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide Feedback to us (in accordance with any privacy preferences you have expressed to us);
- to improve the content, functionality and usability of this Site and our other websites;
- to better understand your needs and interests;
- to improve our products and services;
- to improve our marketing and promotional efforts;
- for security, credit or fraud prevention purposes; and
- for any other purpose identified in an applicable Privacy Notice, click-through agreement or other agreement between you and us.

How We Share Your Information

With Third-Party Vendors. NPB shares information collected through this Site with third-party vendors who act for us or on our behalf. For example, we may use third-party vendors to design and operate this Site; to conduct surveys; and to help us with our promotional efforts. These third-party vendors may need information about you to perform their functions.

With Other Users of this Site. You may be able to submit User-Generated Content on or through this Site. In this Statement, “User-Generated Content” or “UGC” refers to all of the content that you post using the social networking tools we make available to you and that does not constitute “Feedback” (as that term is defined in our [Terms of Use](#)). Any personal information contained in UGC can be read, collected, or used by others. In addition, we may use UGC you submit for advertising campaigns and other promotions. We may or may not use your name in connection with such use, and we may or may not seek your consent before using the content for such purposes. Therefore, you should have no expectation of privacy with respect to UGC you submit on or through this Site.

With Third-Party Social Media Platforms. We may provide functionality on this Site that allows you to automatically post information about the actions you take on this Site to a third-party social media platform (such as Facebook or Twitter). If you choose to take advantage of this functionality, people with access to your profile on the third-party platform may be able to see the actions you have taken. Thus, you should have no expectation of privacy in those actions. Further, if you choose to link your profile on this Site with an account on a third-party social media platform, we may share the information in your profile with that third-party platform.

With Carefully Selected Business Partners. From time to time, we may share your information with selected third parties (other than our third-party vendors) for their own marketing purposes. For example, we may partner with third parties to sponsor contests or other promotions, and we may share with these third parties the information you submit to us to participate in the contest or take advantage of the promotion. Before doing so, however, we may offer you the opportunity to “opt out” or “opt in,” as required by applicable law.

To Comply with Laws and Protect Our Rights and the Rights of Others. We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with the law (including, but not limited to, with the U.S. Department of Agriculture or pursuant to the Freedom of Information Act), a court order or a subpoena. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of this Site; to enforce or apply our online [Terms of Use](#) or other agreements; or to protect our own rights or property or the rights, property or safety of our users or others.

As Described in a Privacy Notice or click-through agreement. We reserve the right to disclose your information as described in any Privacy Notice posted on a page of this Site where you provide that information. By providing your information on that page you will be consenting to the disclosure of your information as described in that privacy notice. We also reserve the right to disclose your information as described in any click-through agreement to which you have agreed.

How We Protect Your Information

NPB takes reasonable precautions to provide a level of security appropriate to the sensitivity of the information we collect. Although we use reasonable measures to help protect your information against unauthorized use or disclosure, we cannot guarantee the security of information provided over the Internet or stored in our databases and will not be responsible for breaches of security beyond our reasonable control.

Children’s Privacy

We do not knowingly collect, use or disclose personal information about visitors under 13 years of age. If you believe that a child has submitted personal information on or through this Site without the consent and supervision of a parent or guardian, please contact us using [the information provided below](#) so that we can take appropriate action.

Links to Other Websites

This Statement applies only to NPB-owned websites on which it is posted. This Site may contain links to websites that are not operated by NPB. These links are provided for your reference and convenience only and do not imply any endorsement of the products sold or information provided through these websites, nor any association with their operators. NPB does not control these websites and is not responsible for their data practices. Any information you provide to

third parties on their websites is covered under their privacy and data collection policies and is not covered by this Statement. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal information.

Access to Your Personal Information

If you would like to review, correct and update the personal information you have provided to us through this Site, [please contact us using the information provided below](#). We will respond to your request within the time limit set out by the applicable privacy legislation. We will use reasonable efforts to comply with your request as required by applicable law.

Retention of Personal Information

NPB retains the personal information collected on this Site as long as necessary to provide the services, products and information you request or as permitted by applicable law.

Governing Law

This Statement shall be governed under the laws of the State of Iowa, United States of America without regard to its conflicts of law provisions. You hereby consent and waive all objections to jurisdiction of the federal and state courts of the state of Iowa and to venue therein.

Questions About This Statement or NPB's Data Practices

If you have questions or concerns about this Statement or NPB's data practices, please contact us by mail at National Pork Board, 1776 N.W. 114th St., Clive, IA 50325, or by email at info@pork.org.