

Privacy Policy

Effective October 2013

Coleman Natural Foods, LLC, (“Coleman Natural” or “we”) has developed this policy statement (the “Privacy Policy”) to assist end users of the Coleman Natural family of Web sites or online social media pages (“you” or “user”) in understanding the personally identifiable information gathering and dissemination practices for Coleman Natural’s United States Web sites or Coleman Natural’s branded and authorized online social media pages, such as Coleman Natural’s pages found on FACEBOOK, LINKEDIN, YOUTUBE, TWITTER, or PINTEREST (collectively, the “Site(s)”). Personally identifiable information (“PII”) includes information that can be linked to a specific individual, such as a name, address, phone number, or email address. Coleman Natural may modify this Privacy Policy from time to time. If Coleman Natural makes changes to this Privacy Policy, Coleman Natural will post those changes at this location and provide notice of any material changes so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Please review this Privacy Policy on a periodic basis.

What Information Does Coleman Natural Collect?

The type of PII collected by Coleman Natural will vary with your use of the Site(s). Coleman Natural gathers most information during the registration processes Coleman Natural utilizes to allow access to and/or use of certain information. But, Coleman Natural may collect PII at other times, including, but not limited to, when you report a problem with our Site(s), when you complete survey forms, when you access the Career area, enter into a transaction through the Site(s), respond to requests for information or content, and when you request to receive communications from Coleman Natural. Below, we provide specific examples of the types of PII Coleman Natural may collect through the Site(s).

Contact Information: Coleman Natural may request or require contact information, such as your name, address, phone number, facsimile number, and email address.

Demographic Information: Coleman Natural may collect demographic and profile data at our Site(s) as a part of its surveys, resume collection features,

recipe offerings, advertisements for its products, and/or for management and monitoring purposes in order to continue to improve the Site(s) and the quality of Coleman Natural's on-line services.

Technical Information: Coleman Natural may collect Internet Protocol (IP) addresses from all users of our Site(s) as well as the date and time of access and the Web page(s) accessed. Coleman Natural may also catalog your log-in information and your computer, browser, or operating system information and may maintain a database of aggregated information about the transactions on the Site(s) (e.g., tool or feature utilization or recipe selection data).

How Does Coleman Natural Use that Information?

Most of the Site(s) is informational in nature and publicly available to all users. Consequently, until you participate in surveys or register for information from Coleman Natural, you are able to browse the Site(s) without providing any PII, although your browser may tell us what type of computer and operating system you are using as well as other kinds of technical information. Below, is more detail on how Coleman Natural uses your PII.

Contact Information: Coleman Natural may use your name and city and state address for testimonials or your contact information for many purposes, including, to advertise its services and the goods and services of third parties, to create a personalized experience for you, to provide you with news and information, to contact you regarding a survey, and to get in touch with you when necessary with respect to transactions conducted through the Site(s), material changes in our Site(s)'s policies and agreements, new services Coleman Natural may offer, or otherwise. We may also share your contact information with our affiliates and business partners, as is necessary to provide our services and information, to facilitate the collection and use of resumes provided through the Site(s)'s "CAREER" area, for advertising purposes, and for internal business purposes. Except for sharing arrangements with Coleman Natural's affiliates, vendors, and business partners, however, we do not share your individual contact information with other types of third parties for any other purpose, except to a court or governmental agency if required by law.

Demographic Information: Coleman Natural may share demographic data on an aggregated basis, which will not identify any particular user, with our

business partners, vendors, and affiliates or government regulators and for advertising purposes.

Survey Results: Coleman Natural may share survey results collected through the Site(s) with its business partners, vendors, and affiliates and/or the general public, the news media, and with the U.S. Government and state governments, not only for business or marketing purposes or as may be required by law, but also to participate in government programs and initiatives.

Technical Information: Coleman Natural may use technical information to help diagnose problems with our servers, analyze the Site(s)'s usage trends, track user movements on the Site(s), and to otherwise manage and monitor our Site(s).

Business Transactions: In the event that Coleman Natural goes through a business transaction, such as a merger or acquisition by another company involving the sale of all or a portion of its assets, please note that the PII collected and retained by Coleman Natural may be among the assets transferred. In the event a transaction of this kind occurs that results in the transfer of PII, Coleman Natural will notify you via email and/or place a prominent notice on the Site(s) for 30 days of any such change in ownership or control and the possible changes to this Privacy Policy.

Legal Action: Coleman Natural may disclose PII when legally required to do so in accordance with government requests or regulations or legal proceedings. We may also disclose PII to protect against misuse or unauthorized use of the Site(s) or as is otherwise required to limit legal liability, protect or defend our rights, property, or interests, or protect the safety, rights, or property of our users.

What About the Use of Cookies?

Coleman Natural may use cookies to enhance your experience while using our Site(s). Cookies are pieces of information that Coleman Natural uses for record-keeping purposes, which the Site(s) transfers to your computer's Web-browser for storage on your computer's hard drive. Cookies enable Coleman Natural to customize your experience on the Site(s). Cookies also make Web-surfing easier by automatically performing certain functions such as saving your personal preferences and by ensuring that you do not see the same advertisement repeatedly. Many consider the use of cookies to be an industry

standard. Consequently, your Web browser is likely set to accept cookies. If you would prefer not to receive cookies, however, you can alter the configuration of your browser to refuse or delete cookies. If you choose to have your browser refuse or delete cookies, you should understand that it is possible that some areas of our Site(s) will not function properly when you view them.

What About External or Third Party Web Sites?

To the extent hyperlinks or gateways (whether through banner advertisements or otherwise) are utilized to access external or third party sites or social media pages, you should be aware that these external or third party sites or pages may collect PII and are not controlled by Perdue and therefore, are not subject to this Privacy Policy. Coleman Natural suggests that you check the privacy policies of these sites or pages to determine how the proprietors of these third party sites will utilize your PII.

What About Security?

As is appropriate for the nature of PII collected and stored by Coleman Natural, the Site(s) has industry standard security measures or safeguards in place to protect against the loss, misuse, and alteration of the information under Coleman Natural's control. Although Coleman Natural has endeavored to create a secure and reliable Site(s), however, the confidentiality of any communication or material cannot be guaranteed. Accordingly, you should consider carefully if you want to submit sensitive information to Coleman Natural. Coleman Natural urges you to take every precaution to protect your PII when on-line.

What About "Opting-Out" of Data Collection and Use?

As you are permitted to browse the Site(s) without registering, you can decide on your own if you wish to provide your PII to Coleman Natural (when requested) or opt-out of doing so. For example, if Coleman Natural conducts a survey, you do not have to participate unless you agree to do so. Coleman Natural also provides you with the opportunity to opt-out of certain Coleman Natural business practices where your PII may be used. For example, users may opt-out of having Coleman Natural use your PII in connection with the following activities: (i) inclusion in mailings or (ii) email communications or newsletters sent by Coleman Natural.

What About Correcting, Deleting, or Updating Information?

Coleman Natural will retain your PII for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws. At any time, you may contact Coleman Natural to correct, modify, or delete the information you provide to Coleman Natural through the Site(s). Please note, however, that the collection and uses of certain PII is necessary to provide certain information and services through the Site(s) and the deletion of such necessary information, *e.g.*, an email address, may render a particular service or Coleman Natural's ability to provide it inoperable.

What About Children?

Coleman Natural cares about the safety of children on its Site(s) and encourages parents and guardians to monitor their children's use of the Internet. Although the Site(s) is suitable for a general audience, the Site(s) is intended for use only by users who are over 18 years of age or the legal age of majority. Accordingly, Coleman Natural does not knowingly solicit PII from children or send them requests for personal information.

What About Any Other Questions?

If you have any questions about this Privacy Policy, the information collection and dissemination practices of the Site(s), or Coleman Natural's use of your PII, you can contact Coleman Natural and its employee(s) responsible for its Privacy Policy and related privacy compliance matters by email at consumerinfopf@cybercrs.net, by phone at 1-303-468-2500, or by mail at Coleman Natural Foods, LLC, 1667 Cole Blvd, Suite 300, Golden, CO 80401, Attn. Legal Matters,