

# Our Privacy Policy

Last Modified: November 1, 2017

**You are a valued consumer at Johnsonville.com. Please take a moment to read how we protect, collect and use the information you provide through our websites, mobile applications, and social media sites (“Websites”).**

## Modifications

We may, at our sole discretion, revise this Privacy Policy from time to time. The most current version of the Privacy Policy will be made available to you on the Websites. If we make material changes to this Privacy Policy, we will notify you on the Websites prior to the effective date of the changes. By continuing to access or use the Websites after those changes become effective, you agree to be bound by the revised Privacy Policy. If you do not agree to the revised Privacy Policy, do not access our Websites.

## Your Privacy and Security at Johnsonville.com

Each visitor to our Websites is important to us.

We have implemented physical, technical, and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our servers behind firewalls.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Websites. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures used on our Websites.

## Collecting Information

Johnsonville collects personal information when you provide it to us. If you choose to sign up for newsletter or the Enthusiast Club, we will collect your name, email address, mailing address and similar and/or personal information from your social media account if you choose to sign up using your social media account. If you choose to make a purchase on our online store, Swagville, your payment information will be collected by our third party credit card processor, Authorize.net, in order to complete your payment.

## Use of Your Information

We collect your information to provide you with the best possible product and experience, including to present our Websites and their contents to you, provide you with information, products, or services that you request from us, and to fulfill any other purpose for which you provide it. We may also use your personal information to carry out our obligations and enforce rights arising from any contracts entered into between you and us, including for billing and collection, to notify you about changes to our Websites or any products or services we offer

through it, in other ways we may describe when you provide the information, or for any other purpose with your consent.

## Disclosure of Your Information

We may disclose aggregated information about our users and information that does not identify an individual without restriction. We may disclose personal information that we collect or you provide as described in this policy to contractors, service providers, and other third parties we use to support our business [and who are bound by contractual obligations to keep personal information confidential and to use it only for the purposes to which we disclose it to them]. We may also disclose it to a buyer or other success in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Johnsonville, LLC's assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which personal information held by Johnsonville, LLC about our Websites' users is among the assets transferred. We may also disclose your information to fulfill the purpose for which you provide it to us, for any other purpose disclosed by us when you provide the information, or with your consent. Your personal information may also be disclosed to comply with any court order, law, or legal process, including to respond to any governmental or regulatory request; to enforce or apply our terms of use, our end user license agreement and other agreements, including for billing and collection; and if we believe the disclosure is necessary or appropriate to protect the rights, privacy, or safety of Johnsonville, LLC, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

## Cookies

Like most websites and applications, Johnsonville.com uses cookies to improve your experience and provide a better service.

A "cookie" is a piece of data stored on your hard drive or in your smartphone, containing information about the user, such as which pages of the site you visit or which products or recipes you click on for more information. We use cookies on our site, which may include personal information or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. Rather, cookies can help us provide you with information targeted to your interests and help us estimate our audience size and usage patterns and improve our Websites. Cookies are stored in the memory on your device, not on our site. Most cookies are "session cookies," meaning that they are automatically deleted at the end of a session.

Most web browsers automatically accept cookies, but you can disable this function so that your browser will not accept cookies. Please be aware that disabling this function may impact your use and enjoyment of our Websites. If you choose to disable cookies on your browser, you will not be able to interact with the Enthusiast Club.

## IP Addresses

If you choose to submit an entry for a promotion we will collect your IP address for administrative purposes. IP addresses are not used to track a user's session. This information

only helps us determine how often different areas of our site are visited. We do not link IP address to any information that is personally identifiable.

## Website and Application Analytics

Like many websites and mobile device applications, our website uses Google Analytics and our application uses Google Firebase to collect information about your use of our website and application. This information consists of information that your web browser automatically sends to Google, such as the web address of the page that you visit and your IP address. Google may also set cookies or read preexisting cookies. This information is stored on Google's servers. Google uses this information to provide use with reports about traffic to our website, your visit to our website (such as the domain from which you access the internet, the web address of the website from which you linked to our site, the time and date of your visit the web pages that you view and click through), and use of our application. We will use this data to improve our website structure and content and our application.

Google may also use this data in accordance with their Privacy Policy, which can be found at <http://www.google.com/privacy.html>. **For more detailed information on how Google uses your data through our Site, please visit <http://www.google.com/policies/privacy/partners/>.**

## E-mail Newsletters

Our Websites allow you to receive e-mails about our latest recipes, products, events and promotions. You may elect to join our e-mail list when visiting or using our Websites, or we may automatically add you to that list when you use certain online features, such as signing up to participate in one of our online sweepstakes promotions through the Johnsonville.com website, using our application, or through third party social media sites such as Facebook or Twitter. We may also ask you to identify departments or areas of specific interest to you, so we may better tailor our e-mails to match your preferences.

Each e-mail you receive from Johnsonville will offer you the opportunity to cancel or "opt-out" of the Johnsonville Enthusiast Club e-mail list. If you don't like the idea of hearing from us via Johnsonville Enthusiast Club e-mails, please let us know by clicking the "opt-out" or "unsubscribe" link at the bottom of the email. You may also contact us at 1-888-556-2728, or go to Johnsonville.com and click on the "Contact Johnsonville" section of the home page.

## Social Media Interaction

Johnsonville uses third party social media sites such as Facebook and Twitter to provide you with a more useful and entertaining experience with our events, promotions and products. This feature may require us to implement cookies and/or APIs provided by such social media platform to facilitate the communication. By interacting with Johnsonville through these third party social media sites, you are giving us permission to use the information you share with us. We cannot control any policies or terms of such third party platform. As a result, we cannot be responsible for any use of your information or content by a third party platform.

## Children's Policy

Johnsonville recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. No personally

identifiable information is knowingly collected by Johnsonville from children under the age of 13 and this site is not intended for children under the age of 13. If you are under 13, do not use or provide any information on our Websites or on or through any of its features. If we learn we have received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we may have any information from or about a child under 13, please contact us by phone at 1-888-556-2728, online at the “Contact Johnsonville” link on Johnsonville.com.

## **Do Not Track**

We will automatically collect cookies and other non-personally identifying information when you visit this site. Due to this automatic collection, we do not currently honor “do not track” requests. We do not currently participate in any third party ad networks, but we do use third party cookies as discussed above to track your visits across websites.

## **Terms & Conditions for Personal and Non-commercial Use**

Our Websites are operated on behalf of Johnsonville, LLC, for your personal entertainment, information, education and communication. Please feel free to browse the website and use our applications. You may download material on the site only for personal, non-commercial use, and you must retain all copyright and other proprietary notices contained in the materials. You may not distribute, modify, transmit, reuse, re-post or use the content of the site, including the text, images, audio or video, for public or commercial purposes, without Johnsonville’s prior written permission.

## **Postings**

Johnsonville is under no obligation to monitor any posting or transmission to or about the site and assumes no responsibility or liability arising from the content of any such posting or transmission, nor for any error, defamation, libel, slander, omission, falsehood, obscenity, pornography, profanity, danger or inaccuracy contained therein or related thereto.

You may provide information to be published or displayed (hereinafter “posted”) on public areas of the Websites, or transmitted to other users of the Websites or to third parties (collectively, “User Contributions”). Your User Contributions are transmitted to others at your own risk. Your User Contributions may be viewed by other registered and unregistered users of the site. You are prohibited from posting or transmitting any unlawful, threatening, libelous, defamatory, obscene, scandalous, inflammatory, pornographic or profane material, or any material that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability or otherwise violate any law. Johnsonville will fully cooperate with any law enforcement authorities or court order requesting or directing Johnsonville to disclose the identity of anyone posting any such information or materials.

## **Links**

The Websites may contain links to unaffiliated third party websites. We have no responsibility or liability for such third party websites and do not endorse the same. Except as described in this Privacy Policy, we do not share your personal information with them, and are not responsible for

their privacy practices. We suggest you read the privacy policies on all third party applications, websites or services that you visit or use.

## In Summary

Johnsonville may terminate, change, suspend or discontinue any aspect of this site, including the availability of any features of the site, at any time and without notice. Johnsonville also reserves the right to block or deny access to the site to anyone, at any time, for any reason.

## Contacting Johnsonville

This is the web site of Johnsonville, LLC.

Our postal address is

***P.O. Box 906***

***Sheboygan Falls, WI 53085***

We can be reached by telephone at ***1-888-556-BRAT (2728)***.