



Privacy Policy

Please Note - our privacy policy has been updated. Please read the entire policy to understand our approach to your privacy.

Sargento respects your right to privacy and is committed to respecting your wishes. All references to "Sargento", "we" and "us" and similar references include Sargento and its subsidiaries and affiliates. On this website, you'll have opportunities to provide your name, postal address, e-mail address and other relevant information for a variety of purposes. We update this Policy from time to time, so please check back. Any such update will be effective immediately upon its posting to this website.

Security

We cannot guarantee the security of any information you disclose online, and you do so at your own risk.

Consent

By using this website, you signify your agreement to this Policy. If you do not agree with any term or condition in this Policy, please do not use this website or submit any personally identifiable information. By providing us with your personally identifiable information through this website, you consent to our collection and use of your personally identifiable and aggregate information in accordance with the terms and conditions of this Policy and any other terms and conditions published on this website.

Information We Collect

Sargento collects personally identifiable information and aggregate information.

Personally Identifiable Information

We collect personally identifiable information, including your name, postal address, telephone number and e-mail address. Sargento only collects your personally identifiable information when you provide it voluntarily, such as when you register at this website or sign up for special promotions. You are not required to register in order to visit this website or access most content, including Recipe Central. However, by registering, you will have access to certain additional features, such as "My Recipe Box" and our money-saving e-mail promotions. We do not collect personally identifiable information automatically, but we may combine non-personal information collected through cookies, such as the pages you regularly visit on this website, with your previously submitted personally identifiable information. Among other uses, we use personally identifiable information to improve our

promotional efforts, to analyze website use, to improve our website, and to deliver customized content based on the information you've provided and your activities on this website.

Personally Identifiable Information is Collected in These Areas:

- Site Registration
- Monthly E-Mail Newsletter Sign-Up
- Special Promotional Offers
- Sweepstakes and Contests
- Talk To Us

Aggregate Information

We also collect non-personally identifiable or aggregate information, such as how many consumers visit the site, what pages are accessed and which browsers or operating systems are used. We collect aggregate information automatically and primarily use it to provide an enhanced online experience for visitors.

Aggregate information generally is collected using "cookie" technology. A "cookie" is a small data file that is stored in a single directory on the hard drive of your computer.

Cookies help us identify site features and items of interest to you, so we can provide more of what you want. Cookies do not contain any personally identifiable information and cannot profile your system or collect information from your hard drive.

The "help" portion of the toolbar on most browsers should tell you how to prevent your browser from accepting cookies or how to disable cookies.

But remember, cookies allow you to take advantage of all the features on the Sargento website, and we recommend that you leave them turned on.

How We Use Your Information

In the "Contact Us" section of our site, we ask for personally identifiable information such as your name, postal address, e-mail address or phone number if you have a request, question or comment about a Sargento product, offer or recipe. We don't use that personally identifiable information for any purpose other than responding to the message you've sent, unless we have your permission.

Privacy Policy (cont.)

If you request to be put on our postal or e-mail mailing lists, we will notify you of special promotions, including our monthly e-mail flyer.

Purchase of Products

When you place an order for Sargento products on any of our websites, we collect such information as your name, postal address, e-mail address and other information necessary to process your order. Such information is collected for purposes of processing your order. If your order will be processed or delivered by other parties, we provide them with the personally identifiable information they require to process and deliver your order.

We may also use such information to e-mail you about products or services that we believe may be of interest to you. If you do not want to receive e-mail from us in the future, please let us know at Talk To Us or the postal address below and tell us that you do not want to receive e-mail from us.

We may also use this information to send you printed catalogs or other material through the mail relating to our products, promotional events or other matters. If you do not wish to receive mail from us at your postal address, please let us know at Talk To Us or the postal address below.

We do not share our postal mailing lists of people who have purchased products on our websites with third parties. At no time, will we share any credit card information you provide with your order with any third party other than credit card processing organizations.

Questionnaires and Surveys

You may be asked to complete an online survey. If you choose to participate in one of these surveys, be assured that the information you provide will be used only by Sargento to help us understand your needs.

Contests and Sweepstakes

This website sometimes includes notices of contests, sweepstakes or promotions we are conducting. We may permit you to enter electronically in some cases. We may use the information you provide when registering to conduct the contests, sweepstakes and promotions, notify winners, fulfill prizes and comply with laws and regulations relating to such contests, sweepstakes or promotions.

Other Data Sharing and Transfers

In the event that Sargento is ever bought, sold or merged with another entity, we reserve the right to transfer all of our collected information along with the rest of the assets of Sargento to the new owner.

Aggregate information may be shared with other parties in an effort to enhance this website. We may also share aggregate information with advertisers, sponsors and other parties to enhance advertising and similar promotions on this website. Also, anonymous data from Web log files (such as pages visited) may be used to understand how groups of visitors navigate this website and what features are most popular.

We reserve the right to release your personally identifiable information when required by law or when we in good faith believe that we must release such information in order to: (a) satisfy a legal order or comply with legal process; (b) defend the rights of Sargento or its business partners; or (c) protect the personal safety of Sargento and Sargento's employees, agents, business partners, customers or site users.

Other than as described in this Policy, Sargento will not share or transfer your personally identifiable information with or to third parties.

You Are in Control

You always have the option to change, update or delete any personally identifiable information you have provided.

Important Note to Kids

If you are under 14 years old, you should not provide personally identifiable information. If you are over 14, before providing your name, postal address, e-mail address, or any other personal information to anyone on the Internet, ask your parents' permission.

Some portions of this website are directed in whole or in part to children under 13. In these areas of this website, our conduct is governed by federal law and regulations that address children's online privacy.

Under federal law, websites directed to children under 13 are prohibited from conditioning a child's participation in an activity on the child's disclosing more personal information than is reasonably necessary to engage in the activity. We comply fully with this requirement.

Privacy Policy (cont.)

Actions and Policies of Other Parties

Although Sargento seeks to do business with reputable third parties, Sargento is in no way responsible for the business practices, acts, omissions or policies of any third party. This website contains links to other sites. Please be aware that Sargento is not responsible for the privacy practices of these other sites. We encourage our users to be aware when they leave this website and to read the privacy statements of every linked website as their privacy policies may differ from ours. This Policy applies solely to the Sargento website. Sargento's relationship with or link to a third party is not an endorsement or guarantee of such third party.

Notification of Changes

Sargento reserves the right to change this Policy. If that happens, we will post those changes on this website so our visitors and customers are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Any such changes will be effective immediately upon their posting to this website. If you are concerned about how your information is used, you should check back at this website periodically.

If you have any questions about this Policy, the practices of this website, or your dealings with this website, please contact Sargento (see Contact Us below).

Copyright Ownership

Sargento retains full copyright ownership, rights and protection in all materials contained in this website.

To Contact Us

If you have any questions about our Privacy Policy, here's how to contact us.

Call: 1-800-CHEESES (1-800-243-3737) between 9:00 am and 4:00 pm (Central Time), Monday through Friday.

E-mail: Talk To Us

Write:

Consumer Affairs
Sargento Foods Inc.
One Persnickety Place
Plymouth, WI 53073