



## **PRIVACY POLICY**

NALLEY® Pickles strives to maintain the highest standards of decency, fairness and integrity in all our operations. This is NALLEY® Pickles' online privacy policy ("Privacy Policy" or "Policy"). This Policy applies only to activities NALLEY® Pickles engages in on its web site (the "Web site" or the "Site") and does not apply to NALLEY® Pickles activities that are "offline" or unrelated to the Web site.

### **INFORMATION GATHERED ON THE SITE.**

NALLEY® Pickles collects personally identifiable information from the visitors to the Web site only on a voluntary basis. Personal information includes name, postal address, e-mail address, company name, and telephone number. This information is collected if you request information from us, participate in a contest or sweepstakes, or sign up to join our e-mail list. In some cases, we may collect information about you that is not personally identifiable. For example, the Web site may automatically recognize the domain name of the Web site, or the advertisement, which you clicked through to reach the Site (for example, aol.com, if you are connecting from an America Online account), but not the e-mail address of visitors to the Web site. The information collected is used solely for internal review and not shared with other organizations for commercial purposes.

### **USE AND DISCLOSURE OF INFORMATION.**

The information NALLEY® Pickles collects is internally reviewed, used to improve the content of our Web site, notify our visitors of updates, respond to visitor inquiries, process requests for information, notify you of products or special offers that may be of interest to you, and for statistical purposes for improving the Site.

Except as otherwise stated in this Policy, we do not sell, trade or rent your personally identifiable information collected on the Site to others. NALLEY® Pickles will disclose personally identifiable information to third parties to enhance your experience on the Web site. Additionally, if you provide NALLEY® Pickles with content for publishing or feedback, we may publish your user name or other identifying data. We will disclose your personally identifiable information to third parties for tracking purposes, to charge your credit card (or process your check or money order, as appropriate), fill your order, improve the functionality of the Site, perform statistical and data analysis, deliver your order and deliver promotional emails to you from us. For example, we must release your credit card number to confirm payment; and we must release your mailing address information to the delivery service to deliver products that you ordered.

NALLEY® Pickles may also disclose personally identifiable information in order to respond to a subpoena, court order or other such request. NALLEY® Pickles may also provide such personally identifiable information in response to a law enforcement agency's request or as otherwise required by law. Your personally identifiable information may be provided to a third party if NALLEY® Pickles files for bankruptcy, or there is a transfer of the assets or ownership of NALLEY® Pickles in connection with proposed or consummated corporate reorganizations, such as mergers or acquisitions.

### **COOKIES.**

NALLEY® Pickles may use "cookie" technology to obtain non-personal information from our online visitors in order to improve your online experience. "Cookies" are small data files that certain web sites write to your hard drive when you visit them. They may contain information, such as a user ID, that the Web site can use to track users' progress through the Web site, but any personal information contained within any "cookie" can only be supplied voluntarily by you. The "cookie" enables us to track the total number

of visitors to the Site, the popularity of various areas of the Site, and the length of the visits in an aggregate form (as one of a group, your individual personal information is not singled out). No personal information is extracted in this process. We do not contact you nor do we provide this information to third parties. "Cookies" allow us to update and improve the Site.

#### **OTHER WEB SITES.**

Please be aware that the Site may contain links to other sites on the Internet that are owned and operated by third parties. NALLEY® Pickles is not responsible for the privacy policies of third party web sites to which it links. If you provide any information to such third parties, different rules regarding the collection and use of your personal information may apply. We strongly suggest you review such third parties' privacy policies before providing any data to them. Additionally, other companies which place advertising on our Site may collect information about you when you view or click on their advertising through the use of cookies or clear GIFs. We cannot control this collection of information. You should contact these entities directly if you have any questions about their use of the information that they collect.

#### **SECURITY.**

NALLEY® Pickles takes appropriate steps to ensure data privacy and security including through various hardware and software methodologies. However, NALLEY® Pickles cannot guarantee the security of any information that is disclosed online.

#### **CHILDREN.**

NALLEY® Pickles does not knowingly collect personal information from children under the age of 13. Children are not permitted to use the Web site or services, and NALLEY® Pickles requests that children under the age of 13 not submit any personal information to the Web site. Users of the website may choose to provide their child's name and/or birth date to enhance the website experience. NALLEY® Pickles does not knowingly distribute personal information regarding children under the age of 13.

#### **HOW YOU CAN CORRECT OR REMOVE INFORMATION.**

If you have submitted personal information through the Web site or interactive advertisement, and would like that information deleted from our records or would like to update or correct that information, please contact us at our e-mail address [nalleepickles@bayvalleyfoods.com](mailto:nalleepickles@bayvalleyfoods.com) and provide us with your name and postal address. We will use commercially reasonable efforts to make corrections or remove your name and address from future mailings.

#### **MODIFICATIONS OF THE PRIVACY POLICY.**

NALLEY® Pickles reserves the right to modify its Privacy Policy at any time and will notify you by posting an amendment to the Privacy Policy on the Web site. Any such modifications will become effective on the day they are posted. NALLEY® Pickles encourages you to frequently review the Privacy Policy for any modifications.

*This Privacy Policy was updated to be effective as of January 10, 2011.*