

Privacy Statement

Special Note to Non-U.S. Visitors

This Privacy Policy is intended to meet the laws and requirements of the United States, which may not necessarily be consistent with the laws and regulations of your home country. Any information that you provide to Land O'Lakes, Inc. ("Land O'Lakes") will be treated in accordance with this Privacy Policy.

Children

Land O'Lakes recognizes its obligation to protect the privacy of its online guests. We have developed these privacy practices in order to maintain these standards and to comply with the Children's Advertising Review Unit (CARU) of the Better Business Bureau's guidelines on Internet advertising [and with the Children's Online Privacy Protection Act \(COPPA\)](#). It is a policy of Land O'Lakes that no information should [knowingly](#) be submitted to or posted at any Land O'Lakes Web site by children 13 years of age or under. Land O'Lakes does not actively seek any demographic or preference information from children, nor will it ever [knowingly](#) disclose any personally identifying information regarding children to third parties.

[Children under the age of 13 and their parents should review the section of this policy called "Information Concerning Children's Privacy" \[create link to this section if possible\] which sets forth the special steps Land O'Lakes takes for young children who may visit our web sites.](#)

Land O'Lakes only collects personal information from our online guests on a voluntary basis. We may require personal information to access certain sections of our Web site. If one of our Web sites solicits personal information such as names or addresses, Land O'Lakes will use the voluntarily submitted information only to respond to our online guests and for internal purposes. Land O'Lakes Web sites collect non-personal information from our online guests (such as type of browser, operating system and domain names), but we do not collect personal information in this process.

Communications To Land O'Lakes

Land O'Lakes appreciates hearing from you. However, in your communications with us, please keep in mind that any communication or material you transmit to or through any of our Web sites by electronic mail or otherwise, including any data, questions, comments, recipes, creative suggestions, ideas, concepts, products, photos, marketing or promotional plans or strategies, or the like shall be deemed and shall remain the exclusive property of Land O'Lakes. You understand and acknowledge that Land O'Lakes has the resources which may have developed or may in the future develop ideas identical to or similar to your suggestions or comments and that Land O'Lakes is only willing to consider suggestions and ideas on the terms set forth herein. Any suggestion, idea, or comment is not submitted in confidence and Land O'Lakes assumes no obligation, express or implied, by considering it. Without limitation, Land O'Lakes shall exclusively own all now known or hereafter existing rights to the suggestions, ideas or comments

of every kind and nature and Land O'Lakes shall be entitled to unrestricted use of the suggestions, ideas or comments for any purposes whatsoever, commercial or otherwise, including, but not limited to, reproduction, disclosure, transmission, publication, broadcasting or posting without any compensation to the provider of the suggestions, ideas or comments.

Online Legal Terms of Use

PLEASE READ THE FOLLOWING TERMS PRIOR TO USE OF THIS WEB SITE – IF YOU DO NOT AGREE TO THESE TERMS, PLEASE DO NOT USE THIS WEB SITE.

Land O'Lakes maintains this Web site for your personal information, education, and communication. You may download materials displayed on this Web site only for your non-commercial personal use and provided that you retain all copyright and other proprietary notices which appears on any such materials. You may not, however, distribute, modify, transmit, reuse, re-post, or use the content of the Web site for any public or commercial use including, but not limited to, any text, image, audio or video, without Land O'Lakes' prior written consent. Your access to and use of this Web site is also subject to the following terms and conditions and all applicable laws. By accessing and browsing this Web site, you accept, without limitation or qualifications, the terms and conditions set forth below and you acknowledge that any other agreements between you and Land O'Lakes are superseded and unenforceable.

1. BY USE OF THIS SITE, YOU AGREE THAT THE LAWS OF THE UNITED STATES OF AMERICA AND THE INTERNAL LAWS OF THE STATE OF MINNESOTA SHALL APPLY TO ALL MATTERS RELATED TO THE USE OF THIS SITE WITHOUT REGARD TO CHOICE OF LAW PROVISIONS. ANY LEGAL ACTION OR PROCEEDING RELATING TO THE USE OF THIS SITE SHALL BE INSTITUTED IN A STATE OR FEDERAL COURT IN MINNEAPOLIS, MINNESOTA. YOU AGREE TO SUBMIT TO THE JURISDICTION OF, AND ACCEPT THAT VENUE IS PROPER IN, THESE COURTS IN ANY SUCH LEGAL ACTION OR PROCEEDING.

2. You should assume that everything you see or read on this Web site is copyrighted (regardless of whether or not a copyright notice appears on all materials) unless otherwise noted and may not be used, except as provided herein, without the prior written consent of Land O'Lakes. Land O'Lakes neither warrants nor represents that any materials displayed on this Web site will not infringe the rights of third parties not owned or affiliated with Land O'Lakes.

3. Although Land O'Lakes uses reasonable efforts to include accurate and up-to-date information on this Web site, Land O'Lakes makes no warranties or representations as to its accuracy. Land O'Lakes assumes no liability or responsibility for any errors or omissions in the content of the Web site.

4. Your use of, and browsing in, this Web site is at your own risk. Neither Land O'Lakes nor any other party involved in creating this Web site is liable for any direct, indirect, incidental, consequential, or punitive damages arising out of your access to, or use of, this Web site. Without limiting the foregoing, everything on this Web site is provided to you "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied

warranties of merchantability, fitness for a particular purpose, or non-infringement. Land O'Lakes also assumes no responsibility for, and shall not be liable for, any damages to, or viruses that may infect your computer equipment or other equipment or other property due to your access to, use of, or browsing in this Web site or your downloading of any materials, data, text, images, video or audio from this Web site.

5. Land O'Lakes has not reviewed all of the sites linked to this Web site and is not responsible for the contents of any off-site pages or any other sites linked to this Web site. The existence of any link to such other sites does not imply endorsement by Land O'Lakes of such other sites. Your access to any other off-site pages or sites is at your own risk. No links are permitted to this Web site without the prior written consent of and O'Lakes. Further, because our site may contain links to the websites of our subsidiaries and affiliates, and to websites that are owned and operated by third parties, it is important to understand that these other websites may have their own privacy policies and would not be governed by this Privacy Policy. We are not responsible for the privacy practices or the content of websites owned and operated by any such third parties. Other websites may collect and treat information collected differently, so we encourage you to carefully read and review the privacy policy for each website you visit.

6. Images of people or places displayed on this Web site are either the property of, or used with permission by, Land O'Lakes. The use of these images by you, or anyone else authorized by you, is strictly prohibited unless permitted by these terms and conditions or specific permission provided elsewhere on this Web site. Any unauthorized use of the images may violate copyright laws, trademark laws, the laws of privacy and publicity and/or communications regulations and statutes.

7. All of Land O'Lakes trademarks, logos and service marks (collectively "Trademarks"), displayed on this Web site, are the registered and unregistered Trademarks of Land O'Lakes. Nothing contained on this Web site should be construed as granting, by implication, estoppel or otherwise, any license or right to use any Trademark displayed on this Web site without the prior written permission of Land O'Lakes. Your misuse of the Trademarks displayed on this Web site, or any other content displayed on this Web site, except as provided in these terms and conditions, is strictly prohibited.

8. Land O'Lakes will provide commercially reasonable security measures, however, you understand and acknowledge that certain risks are inherent in the transmission of information over the internet and you agree to assume the security risk for the transmission of the information you provide when using this Web site.

9. Land O'Lakes may at any time revise these terms and conditions by updating this posting and may also make changes to the content or any links at any time. You are bound by any revisions and should, therefore, periodically visit this page to review these terms and conditions.

[Information Concerning Children's Privacy](#)

This Privacy Policy applies to children as well as adults. Land O'Lakes takes extra precautions if information is collected from children under 13 on any of the Land O'Lakes Web sites. References to "child" or "children" throughout this Privacy Policy refer to children under the age of thirteen (13), and "Parent" is used to refer to both parents and legal guardians.

- a. Land O'Lakes recognizes the importance of safeguarding the privacy of children and encourages Parents to check and monitor their children's use of online activities regularly.
- b. Land O'Lakes will not condition a child's participation in an online activity on the child providing more personally identifiable information than is reasonably necessary in such activity.
- c. Land O'Lakes Web sites do not offer activities that allow children or Land O'Lakes to disclose a child's personal information publicly (for example through chat rooms or message boards).
- d. Land O'Lakes Web sites collect personal information from children including the child's full name, address, state, email, phone number, and fax number.
- e. Land O'Lakes Web sites actively collect personal information through registration forms and sign-up boxes. Land O'Lakes does not use passive collection of information through cookies or other identifiers on its Web sites.
- f. Land O'Lakes will use the personal information it collects from children for [insert what purpose (i.e. marketing)] purposes.
- g. Land O'Lakes does not share children's personally identifiable information with any third parties.
- h. The following is a list of all operators collecting and/or maintaining children's personal information through Land O'Lakes Web sites:

[Insert name, address, telephone number, and email of all operators]
- i. If a Parent would like to review personally identifiable information about his/her child that Land O'Lakes has on file, request that certain information be changed or deleted, or request that any further collection or use of his/her child's information stop please contact: [Insert contact information]
- j. If you have any questions about Land O'Lakes' children's privacy practices, you may contact Land O'Lakes at: [Insert contact information]