

# Lamb Weston Privacy Policy

Effective Date Nov , 2016

Lamb Weston Holdings, Inc. (“Lamb Weston” or “we”) recognizes that those who visit our websites are concerned about how personal information they provide online is maintained and used by Lamb Weston. To address these concerns, this policy describes our online information practices and the choices that you can make about the collection and use of your information.

**This Privacy Policy applies to [www.lambweston.com](http://www.lambweston.com) and Lamb Weston’s websites, services, applications and products that collect data and display these terms (collectively, our “sites”).**

To download a full copy of this Privacy Policy, click [here](#).



## **We collect information from and about you.**

**Contact information.** For example, we might collect your name and postal address. We might also collect your e-mail address or telephone number.

**Information you submit or post.** We collect the information you post in a public space on our sites. This might include our social media pages on third party websites.

**Demographic information.** We may collect information like your gender and age. We may collect your zip code to help you find a store with our products.

**Other information.** If you use our website, we may collect information about the browser you’re using. We may also collect your IP address and/or device identifier. We might look at what site you came from, or what site you visit when you leave us, what links you click on, or what pages you view.



## **We collect information in different ways.**

**We collect information directly from you.** For example, if you sign up for a newsletter or enter a promotion. We also collect information if you fill out an online survey.

**We collect information from you passively.** We use tracking tools like browser cookies and web beacons. “Cookies” are small files that are placed on your computer or device when you visit a website, and may be used to store a unique identification number tied to your computer or device. This allows you to be recognized as the same user across one or more browsing sessions, and across one or more sites. “Web beacons” and similar technologies are tiny or transparent images that, for example, allow us and third parties to count the number of users who have visited a particular web page or to access certain cookies. To control these tools, read the “choices” section below.

**We get information about you from third parties.** For example, our business partners may give us information about you. Social media platforms may also give us information about you. We may also get information from other sources, such as public databases, data aggregators or other commercially available sources.



## **We use information as disclosed and described here.**

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**We use information to respond to your requests or questions.** For example, we might use your information to respond to your customer feedback. We may also use your information to notify you if you win a contest or sweepstakes. We might also send you emails or newsletters you request. We may use your friend's email address if you send a friend an email through our site.

**We use information to improve our products and services.** We may use your information to make our website and products better. We might use your information to track your behavior across multiple platforms or devices. We might use your information to customize your experience with us. We also might use content you post or share to get you to more actively engage with us. We may combine information we get from you with information about you we get from third parties.

**We use information for security purposes.** We may use information to protect our company, our customers, and our websites.

**We use information for marketing purposes.** For example, we might send you information about new products and special offers. We might tell you about new features or updates. If you register with us, we'll enroll you in our email newsletter. To learn more about your choices for these communications, read the choices section below.

**We use information to communicate with you about your account or our relationship.** We may contact you about your account or feedback. We might also contact you about this Policy or our website Terms and Conditions.

**We use information to talk to parents or guardians to get permission.** We may use contact information to get permission from parents or guardians for children who want to use our site.

**We use information as otherwise permitted by law.**



## **We may share information with third parties.**

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**We will share information within the Lamb Weston family of companies.** This includes future subsidiaries or affiliates.

**We will share information with third parties who perform services on our behalf.** For example, we share information with vendors who send emails for us. We may also share information with companies that operate our websites or administer activities on our behalf, such as promotion administration. These parties are bound to keep your information secure and we provide our service providers with only the information they need to perform the services we request.

**We may share information with Ad Networks.** We may have relationships with third party service providers known as Ad Networks to serve ads on our behalf across the internet. Using tracking tools like browser cookies and web beacons, Ad Networks collects anonymous information about your visits to our sites and other websites in order to deliver advertisements that may be of particular interest to you. We do not share any personally identifiable information about you with these advertising networks. To control these tools, read the "choices" section below.

**We may share information with promotional partners.** From time to time we may enter into a special relationship with another company that is not owned by or affiliated with Lamb Weston for joint promotions. We may share information with these promotional partners (and their service providers) as necessary to conduct the promotion. We will not share information with our promotional partners for any other purpose unless you consent to such sharing.

**We will share information if we think we have to in order to comply with the law or to protect ourselves.** For example, we will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion.

**We may share information with any successor to all or part of our business.** For example, if part of our business was sold we may give our customer list as part of that transaction.

**We may share information that is posted on public forums or reviews.** Any information, such as reviews, that you may disclose on our sites, in blogs, on message boards, or on other public areas on our sites, becomes public information. Please exercise caution when disclosing personal information in these public areas. Lamb Weston cannot prevent such information from being used in a manner that may violated this Privacy Policy, the law or your personal privacy and safety and neither Lamb Weston nor any of its subsidiaries/ affiliates is not responsible for the results of such postings.

**We may share information for other reasons we may describe to you.**



#### **You have certain choices about sharing and marketing practices.**

**You can opt out of receiving our marketing emails.** To stop receiving our promotional emails, follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, we will still send you messages about your questions or necessary information about your account.

**You can control cookies and tracking tools.** To learn how to manage how we and our vendors use cookies and other tracking tools, and for information about our ads, . see “About our Ads and Tracking” below

**If you opt-out of tracking or turn off cookies, you may still see our ads on other websites.** This includes social media platforms. You can visit social media platform sites where you are a member and other third party sites to explore opt-out options they may provide for targeted advertising. To learn more about your choices for behavioral ads and tracking, see “About our Ads and Tracking” below.

#### **About Our Ads and Tracking**



#### **We use common tracking technologies**

We collect personal information about users over time and across different websites, devices, and platforms when a you use this website, app, or service. We also have third parties that collect personal information this way. To do this, we use several common tracking tools. Our vendors may also use these tools. These may include

browser cookies. We may also use web beacons, flash cookies, and similar technologies.

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### **We use tracking technologies for a variety of reasons.**

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We use tracking tools:

- §□ To recognize new or past customers.
  - §□ To store your password if you are registered on our site.
  - §□ To improve our website.
  - §□ To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
  - §□ To observe your behaviors and browsing activities over time across multiple websites, devices, or other platforms.
  - §□ To better understand the interests of our customers and our website visitors.
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### **We engage in interest-based advertising.**

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Lamb Weston and its partners display interest-based advertising using information gathered about you over time across multiple websites, devices, or other platforms. This might include apps.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might be served on websites or on apps. These ads might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products.

### **How do we gather relevant information about you for interest-based advertising?**

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To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others.

We work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.



## You can control tracking tools.

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Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies, which we may use on certain websites from time to time, you can go [here](#). Why? Because flash cookies cannot be controlled through your browser settings.

**Our Do Not Track Policy: Some browsers have a “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.** If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are browser and device specific.



## You can opt-out of behavioral advertising.

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The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, [click here](#).

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choice for companies participating in this tool, download the AppChoices app [here](#).

Certain choices you make are both browser and device-specific.



## These sites and children.

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Our sites are generally meant for adults. We do not knowingly collect any personal information from children under 13 on our sites without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has given us information, you can [email us](#) at [www.lambweston.com/contact-us](http://www.lambweston.com/contact-us).

You can also write to us at the address listed at the end of this policy. Please mark your inquiries “COPPA Information Request.”

Parents, to learn more about how to protect your child online read the helpful information provided by the [FTC](#). Please also read [this](#) bulletin.

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 **We use standard security measures.**

The Internet is not 100% secure. We cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords.


We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

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 **We store information in the United States.**

If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your country.

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 **We may link to other sites we don't control.**

If you click on a link to a third party site, you will be taken to websites we do not control. This includes social media sites. This policy does not apply to the privacy practices of these websites. Read the privacy policy of other websites and insurance carriers carefully. We are not responsible for these third party practices.

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 **Feel free to contact us if you have more questions.**

If you have any questions about this Privacy Policy, please email us at [LambWestonQuality@conagrafoods.com](mailto:LambWestonQuality@conagrafoods.com).

You can also write to us or call at:

Lamb Weston Tech Center  
c/o Consumer Affairs  
2005 Saint Street  
Richland, WA 99354

Consumer Affairs: 866-518-0137

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 **We may update this Policy.**

From time to time, we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

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