

Online Privacy Statement

The National Pork Board (“NPB”) is committed to protecting your privacy when using our websites. This Online Privacy Statement applies to the family of websites operated by NPB and explains what information we may collect through our websites, why we collect such information, how your information is protected and the choices you have about how we use it.

Use common sense when you use our websites. The content that appears on our sites is for informational purposes only. We strive to provide useful and accurate information, but errors may appear from time to time. Some of the content you find on our sites was not created, edited, or posted by us (for example, any message boards), and we do not endorse, or make any guarantees about the accuracy or securing of the postings or the party responsible for them.

By using the NPB websites, you consent to the data practices described in this statement. We are not responsible for the content or privacy practices of sites owned or operated by any third party indirectly or directly accessed through any of our sites.

We suggest that you review this Online Privacy Statement periodically as it may change from time to time. This policy was last revised on 06/09/2005.

Collection of your Personal Information

NPB collects two types of information: Personal information and aggregate information. Personal information is data specifically about you that you have chosen to give us. You can visit most of our websites to obtain information without providing any personal information, except through the use of cookies. When you share your personal information with us, we use it solely for the purposes we identify in this Online Privacy Statement. Aggregate information is not personally identifiable information that is related to you and studied as a group.

Cookies

The NPB Web sites use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. Cookies help us identify your computer the next time you visit so we can offer you tips and information we believe are most useful based on your past visits to our sites. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the NPB services or Web sites you visit.

Use of your Personal Information

NPB collects and uses your personal information to operate the NPB Web sites and deliver the services you have requested. NPB also uses your personally identifiable information to inform you of other products or services available from NPB and its affiliates. NPB may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

NPB does not sell, rent or lease its customer lists to third parties. NPB may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, NPB may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to NPB, and they are required to maintain the confidentiality of your information.

NPB Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on NPB or the site; (b) protect and defend the rights or property of NPB; and, (c) act under exigent circumstances to protect the personal safety of users of NPB, or the public.

May I Update or Change My Information?

You may ask to review, revise, correct or update any of the personal information we have about you and how we may have used it. Where applicable, you may also request changes in your opt-in preference, such as letting us know that you do not wish to receive further email communications or if you wish to have your personal information removed from our email mailing list. We will respond to your request as quickly as we can.

Security of your Personal Information

NPB protects your personal information through reasonable technological, organizational and procedural measures. Although we make every reasonable effort to protect your personal information from loss, misuse or alteration, please note that there is always some risk in transmitting information over the Internet.

Message Boards

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through public message boards that are available through the NPB sites, that information is not covered by this Online Privacy Statement and may be collected and used by others.

Links

Some of our websites may contain links to websites owned by other companies. NPB has no control over the privacy practices or content of these linked sites, and we strongly urge you to carefully review the privacy statement of each site you visit. NPB is not responsible for the privacy statements or other content on Web sites outside of the NPB family of Web sites.

Children's Policy

This Privacy Statement addresses NPB procedures for handling the personal information of individuals living in the U.S. over the age of 13. We do not seek to, nor do we knowingly, collect information from children without explicit parental consent. If a child has provided us with personal information on a NPB site covered by this Online Privacy Statement, a parent or guardian of that child may contact us to have the information deleted from our records by contacting us by writing us at: The National Pork Board, 1776 N.W. 114th St., Clive, IA 50325. We will do our best to delete the information as quickly as we can.

Contact Information

NPB welcomes your comments regarding this Online Privacy Statement. If you believe that NPB has not adhered to our Online Privacy Statement, please contact NPB at webadmin@porkboard.org. We will use reasonable efforts to promptly investigate any issue and remedy any confirmed problem.