

# Privacy Policy

The www.boursin.com and website (the "web-site" or "the Site") is operated by Bel Brands USA, Inc. (www.belbrandsusa.com). This Privacy Policy describes how www.boursin.com and/or www.boursincheese.com collects, uses and shares personally identifiable information ("PII"), "non-PII" information and Passive Information obtained from and about individuals who visit this Site.

This Privacy Policy applies only to this Site. Although this Site may provide you with links to other website, including those of our business partners and/or service providers, those website are not covered by this Privacy Policy. Likewise, although this Site may provide links to website that are owned or operated by us or our affiliates, this Privacy Policy does not apply to such website. We strongly encourage you to read the privacy policy of every website you visit, including those website to which this Site provides links. Whenever you link to any other website from this Site, you are solely responsible for any interactions you may have with that website. Links from this Site to other website will typically open in a separate browser window while the browser window for this Site remains open in the background.

The Internet presents a unique opportunity for us to reach our audience in new and exciting ways with product information, company information, and activities such as sweepstakes, contests and other promotions. We are committed to providing and maintaining that opportunity in a safe and secure environment for our visitors.

## *Agreement To This Privacy Policy and Its Modifications*

By using our Site you are agreeing to this Privacy Policy and the Terms and Conditions of the Site. If you do not agree with any of the terms of the Privacy Policy or the Terms and Conditions, you should not use this Site and continued use hereof waives any claims or rights with respect to any information collected. Please do not provide your personally identifiable information ("PII"), for example, your name, address, telephone number, screen name, email address or credit card information. From time to time, and at any time, this Privacy Policy may be revised or changed. By using the Site(s) you are agreeing to any such revisions or changes in effect at the time you visit the Site. Therefore, all website users should review this Privacy Policy periodically to be up to date on our most current privacy policies and practices.

## *Collection of Your Personal Identifiable Information ("PII") and Other Personal Information*

We have developed this Site to provide a unique and entertaining experience for users, without requiring them to submit any more PII than is necessary to participate in particular activities which may be offered, or to use the Site(s)

effectively. We do not require users to register or submit PII in order to visit the Site. Most activities on our Site can be performed without supplying PII.

### *Opting In*

When we ask for PII we will not require anyone to disclose more PII than we believe is reasonably necessary to participate in an activity. At times, users may be asked to provide non-PII such as your first name, age, gender, zip code, city, and/or state of residence.

We will not knowingly ask for, or accept, PII from persons under the age of 18.

### When PII and Non-PII May be Requested

Registration or input of PII may be required to participate in activities such as sweepstakes, contests, specific promotional activities, surveys, or e-commerce (should it be introduced on the Site). If PII is requested for participation in an activity, you cannot participate without disclosing the requested PII.

From time to time, we may also ask you to provide us with non-PII which does not allow us to identify you by email address, full name or full address. We may use this information for internal purposes, or for creating reports for ourselves and third party advertisers and partners.

### *Use of PII*

We may use PII in sweepstakes, contests or promotional activity (i) to register you for those activities, to verify that you comply with the published rules and to notify you if you are a winner; (ii) for coupon, premium or prize delivery; (iii) for notification of special offers; and (iv) to ensure that we comply with all applicable laws. The PII you disclose for these and similar activities may be shared with third parties, such as those who may administer the activity for us, and shipping companies who may deliver a prize or premium. We will inform you at the time we are collecting the PII that such collection is a requirement for participation.

We may also use your PII for the following purposes: (v) to personalize and enhance our Site and your website experience; (vi) to send you personalized information about our Site via email; (vii) to send you advertising or promotional material from us, our advertisers or business partners; and (viii) to contact you for feedback regarding us, our advertisers or business partners.

Should you respond to a particular offer from our business partners or advertisers we may also use your PII to provide a report to our advertisers or business partners that tells them who responded to a particular offer. Further if you accept an offer contained in, for example, an email we may provide the advertiser or business partner with the PII necessary to fulfill that offer to you.

Should your PII be requested by any of our business partners or advertisers for their direct use in advertising or marketing (when the contact with you would come from them and not from us on their behalf) you will, in each case, be given the opportunity to remove yourself from the list. Your PII may also be shared with those persons or entities that administer our Site.

Your PII will only be shared with administrators, business partners or advertisers for a particular purpose and they will not be permitted to use it for any unauthorized purpose.

### *Use of Non-PII*

Non-PII is data such as first name, zip code, age, gender, product and promotional preferences and household characteristics like presence of children or income bracket. Your non-PII may be aggregated and used for our internal purposes or may be shared with third parties for any lawful purpose, without your permission. No third party will know who you are as a result of the use of your non-PII.

### *Opting Out*

At the time we gather any of your PII, we will give you the opportunity to "opt-out" of allowing us to use your PII for other purposes, such as sending you future emails or advertising or sharing your PII with business partners or other advertisers. When you opt-out of any specific use, we will not use your PII for that purpose. However, if you opt-out, we may still use your PII for internal purposes, or as may be necessary to administer the Site, for example, sharing that data with those persons or entities who administer the Site. Your PII may further still be used to comply with applicable law, for example, but not limited to, comply with valid legal process such as a search warrant, subpoena or court order; and to report sweepstakes and contest winnings as required by law. And it may be used in special cases when we have reason to believe that disclosing this information is necessary to identify or contact you, or bring legal action against you if, for example, you may be causing injury to, or interference with our Site's or company's rights or property, or other users of the Site, whether your actions are intentional or unintentional. Further, your PII may be shared with any successors and assignees we may have.

If you wish to change your decision to "opt-out" or to "opt-in", as applicable, you can email us at [atus\\_boursin\\_customerservice@boursin.com](mailto:atus_boursin_customerservice@boursin.com)

### *E-Commerce*

Should we open e-commerce on the Site, purchases from our Site may require disclosure of your PII, your credit card information and information about the name and address of the person receiving the purchases. The credit card information may be subject to verification by the issuing Credit Card Company or other company. Sales and shipping records will also be generated and maintained. Unless you give us permission at the time we collect such

information, however, we will not use this information for any purpose except the fulfillment and record keeping of the transaction.

### *Safety and Security*

If you share your computer or use a computer that is accessed by the general public remember to sign off and close your browser window when you have finished your session. This will help to ensure that others cannot access your personal information. We take steps to help ensure that all information provided by you, whether PII or non-PII, is treated securely. No data transmission over the Internet, however, can be guaranteed to be totally secure. While we try to protect your personal information, we cannot guarantee the security of any information you transmit to us. You use the Site, and provide us with personal information, at your own risk. To the extent reasonably necessary to protect a user's safety, we may collect his or her name, address, and/or email address. To protect our security, to protect us against liability, or as required by law, we may collect a user's name and email address.

PII collected pursuant to this provision will not be used for any other purpose. Our Use of Passive Information This Site uses various technologies to passively collect information from you while you are visiting (that is, you do not actively provide this information). Such technologies allow the Site to collect a range of non-personally identifiable information, including your Internet Protocol (IP) address (a unique identifier automatically assigned to your computer when logging onto the Internet), the type of Web browser and operating system you use, the date and time you visit the Site, the specific pages you visit on the Site, etc., ("Passive Information"). Passive Information is generally collected through the use of "Cookies." "Cookies" are small text files that store information about your interactions with a particular website, either temporarily (known as a "temporary" or "session" cookie, and deleted once you close your browser window) or more permanently on the hard drive of your computer (known as a "permanent" or "persistent cookie"). We refer to both session cookies and persistent cookies as "Cookies." Cookies can make it easier to use a website by allowing servers to access certain information quickly.

Session cookies can be used to help a user's browser navigate a website more smoothly and may appear if the user comes from a website with which the subsequent website has some relationship (e.g., a website of an affiliated company) and can give helpful information. Persistent cookies can be used to customize a website for a user, such as by storing passwords, preferences, and registration and account information so that users do not have to reenter them each time they visit a website.

We may use cookies to track unique visitors to our Site. However, we do not use cookies to collect or otherwise record any type of PII provided by or about any visitor to our Site.

We may use cookies to track who has used what areas of the Site, and the path used to get to those areas. We may also use cookies to track non-PII information about users to the Site, such as age or zip code, browser used, and to allow us to create reports for internal use, and for use by third parties. Many computers and computer programs contain features that allow you to block or refuse to accept such cookies. Use of such features may prevent you from being able to access certain portions of the Site, or access certain features.

### *Co-Branded Micro Site*

Web pages and/or micro website may be included within our Site and may be co-branded with third party names, logos, and/or properties, and are operated and maintained by us. While such third parties are sponsors of these web pages or micro website, they do not share in any PII collected within those web pages or micro website.

### *Third Party Advertisements*

We may include banner or text advertisements for third parties (or for site operated by third parties) that are not sponsors of and are not affiliated with our Site. Some of these advertisements may contain links to other website. As such, we are not responsible for the content, practices, or information practices of website operated by these third parties. In addition, these advertisements do not constitute sponsorship, endorsement of such products or services by Bel Brands USA, Inc. or approval by us of the content, policies, or practices of this website. All users should check the relevant Website's privacy policy and terms of use in order to understand their policies and practices regarding the collection and use of PII.

### *Mobile Device Location Information*

If you elect to use apps that we may create from time to time, we will possibly know the location of your mobile device and identifying information unique to your device and we may use such PII to provide you with certain location specific services. Depending on your mobile device you should usually be able to turn off such location features. Please refer to your mobile device provider for information on how to do this.

International User Notice: The Site is intended for use exclusively by residents of the United States of America. Our computer systems are based in the United States. Personally Identifiable Information may be treated differently than it is in other parts of the world, for example the European Union. Persons outside the United States should not, therefore, disclose Personally Identifiable Information on this Site.

Review and Deletion of Personal Information: All users may review their PII at any time. If you would like to review or delete this information, please contact us at:

Email: [us\\_boursin\\_customerservice@boursin.com](mailto:us_boursin_customerservice@boursin.com)

Mail: Customer Service

Bel Brands USA, Inc.

30 South Wacker Drive, 30th Floor

Chicago, IL 60606

We will use reasonable efforts to comply with your requests.

Comments, Questions or Suggestions: If you would like to communicate with us about our Privacy Policy, please contact us at:

Email: [us\\_boursin\\_customerservice@boursin.com](mailto:us_boursin_customerservice@boursin.com)

Mail: Customer Service

Bel Brands USA, Inc.

30 South Wacker Drive, 30th Floor

Chicago, IL 60606