

## **Privacy Statement**

### **Our Commitment to Privacy**

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices so you are aware how we collect and use the data received.

### **The Information We Collect**

This statement applies to all information collected or submitted on the New England Dairy Promotion Board website. On some pages, you can make requests and obtain information about our organization and programs. We also use our website to promote current sweepstakes or contests. The types of personal information collected include:

Name  
Address  
Email address  
Phone number

We also automatically collect information such as your IP address and the site that referred you to ours.

### **The Way We Use Information**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping for a current or upcoming promotion and to fulfill prizes.
- We may use the information to improve our services.
- From time to time, we may also use your information to contact you by email, phone, or email if requested or reply to your inquiry.
- We will never sell your information. We only use email addresses to answer the email request or questions we receive. Such addresses are not used for any other purpose and are not shared with outside parties.

### **Our Commitment to Children's Privacy**

Protecting the privacy of the very young is especially important. In order to protect the privacy of children on the Internet, we will not knowingly collect personally identifiable information from children under the age of 13 without the prior written consent of a parent or guardian. If we learn an entrant is under the age of 13, we will make every effort to delete all personal information from this person from our database immediately.

### **Links to Other Websites**

Our website may contain external links to enable you to visit other websites. If you use these links, we do not have any control over the other websites, nor their privacy policies. You should always exercise caution and review each site's privacy policy prior to supplying personal information.

**Privacy Policy Changes**

We may occasionally change content and features found on NewEnglandDairy.com. This privacy policy may be modified from time to time and notice of changes will appear on our website. Any such changes will be prospective, never retroactive.

This policy was last updated June 2010.

**Contact Us**

If you have any questions about our privacy policy, please email us at [jkarl@newenglanddairy.com](mailto:jkarl@newenglanddairy.com) or write us at:

New England Dairy Promotion Board  
Attention: Website Privacy  
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