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New England Dairy Promotion Board is committed to bringing you information that meets your individual needs and, at the same time, protects your privacy. The following is a summary of the various ways we treat the information you provide us while using our sites.

New England Dairy Promotion Board only collects personally identifying information with your specific knowledge and consent. For instance, when you subscribe to our newsletter or enter a sweepstakes or contest you are asked to provide information such as your name, address, phone number, date of birth or email.

New England Dairy Promotion Board uses this information to provide you with the service you have requested. For example, if you subscribe to our newsletter, we will use your e-mail address to send you regular e-mail newsletters, inform you about new features, products or services, or other changes to the services.

New England Dairy Promotion Board does not sell any of our users' personal information.

We also allow access to our database by third parties that provide us with services, such as technical maintenance, but only for the purpose of and to the extent necessary to provide you with those services. Any third party who has access to our database for this purpose is bound by the terms set forth in this policy. There may also be occasion when we are legally required to provide access to our database in order to cooperate with police investigations or other legal proceedings. In those instances, the information is provided only for that purpose.

Finally, while your individual information is protected as outlined above, we reserve the right to use aggregated, anonymous data about our users as a group for any business purpose, such as analyzing usage trends and seeking compatible advertisers and partners.

This Privacy Policy may be modified from time to time; notice of changes will appear on this page, so check back often. Any such changes will be prospective, never retroactive.

If you have concerns or questions about any aspect of this policy, we welcome your feedback. You can write to us at New England Dairy Promotion Board, c/o Director of Communication/website, 1034 Commonwealth Ave., Boston, MA 02215.