

Online Privacy Statement

[Effective as of 4/25/2016]

Protecting your private information is our priority. This Statement of Privacy applies to the www.iowapork.org and Iowa Pork Producers Association and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Iowa Pork Producers Association include www.iowapork.org and IPPA. The IPPA website is a news and information site. By using the IPPA website, you consent to the data practices described in this statement.

Collection of Your Personal Information

IPPA may collect personally identifiable information, such as your name, telephone number, email address, occupation, etc. IPPA may also collect anonymous demographic information, which is not unique to you, such as your age. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by IPPA. This information can include, but is not necessarily limited to: your IP address, browser type, domain names, access times, cookie session IDs, basic location information, search history on the IPPA website, and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the IPPA website.

IPPA encourages you to review the privacy statements of websites you choose to link to from IPPA so that you can understand how those websites collect, use and share your information. IPPA is not responsible for the privacy statements or other content on websites outside of the IPPA website.

Use of Your Personal Information

IPPA collects and uses your personal information to operate its website(s) and deliver the services you have requested.

IPPA may also use your personally identifiable information to inform you of other products or services available from IPPA and its affiliates. IPPA may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

IPPA does not sell, rent or lease its customer lists to third parties.

IPPA may share data with trusted partners to help 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 IPPA, and they are required to maintain the confidentiality of your information.

IPPA may keep track of the websites and pages our users visit within IPPA, in order to determine what IPPA services are the most popular. This data is used to deliver customized content and advertising within IPPA to customers whose behavior indicates that they are interested in a particular subject area.

IPPA 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 IPPA or the site; (b) protect and defend the rights or property of IPPA; and, (c) act under exigent circumstances to protect the personal safety of users of IPPA, or the public.

Use of Cookies

The IPPA website may 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.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize IPPA pages, or register with IPPA site or services, a cookie helps IPPA to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same IPPA website, the information you previously provided can be retrieved, so you can easily use the IPPA features that you customized.

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 IPPA services or websites you visit.

Third Party Policies

IPPA websites are hosted by the National Pork Board and the Trilix Group hosting service. Additionally, IPPA's ecommerce platform, which allows us to sell our service(s) to you, is provided by Authorize.net. Authorize.net is a separate entity from IPPA. Accordingly, they have their own privacy policies and procedures which can be found at the respective links below. Additionally, Authorize.net partners with Wells Fargo for payment processing.

These third-party entities' have their own privacy policies and procedures which can be found at the respective links below.

Authorize.net <http://www.authorize.net/company/privacy/>

Wells Fargo: <https://www.wellsfargo.com/privacy-security/>

Third Party Services

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies with respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located in a different jurisdiction than either you or IPPA. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Iowa and your transaction is processed by a payment gateway located in Canada, then your personal information used in completing that transaction may be subject to disclosure under Canadian legislation.

Once you leave the IPPA website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

Links

When you click on links on the IPPA website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

Do Not Track Signals

IPPA do not process or respond to "Do Not Track" signals from your browser or other mechanisms that enable consumer choice regarding the collection of personal information about one's online activities over time and across third-party websites or online services.

Notice to California Customers

Subject to the limitations under California Civil Code § 1798.83, if you are a California resident and have an established business relationship with IPPA, you may ask us to provide you with a list of certain categories of personal information that we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year. You may also request the identity of certain third parties that received your personal information from us for their direct marketing purposes during the immediately preceding calendar year. You may make a request as described hereinabove once a year.

To make such a request, you can email us or write to us at the address below. Please mention in your communication that you are making a "California Shine the Light" inquiry. We will respond within thirty days.

Security of Your Personal Information

To protect your personal information, IPPA takes reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

Children Under Thirteen

IPPA does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

How We Obtain Your Consent

When you provide us with personal information to complete a transaction, utilize our software, utilize our services, verify your credit card, place an order, etc., we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

Opt-Out & Unsubscribe

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at any time. We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from IPPA by contacting us here:

- Email: info@iowapork.org
- Phone: 800-372-7675 OR 515-225-7675

Changes to this Statement

IPPA will occasionally update this Statement of Privacy to reflect company and customer feedback. IPPA encourages you to periodically review this Statement to be informed of how IPPA is protecting your information.

Contact Information

IPPA welcomes your questions or comments regarding this Statement of Privacy. If you believe that IPPA has not adhered to this Statement, please contact IPPA at:

Iowa Pork Producers Association

1636 NW 114th Street

Clive, Iowa 50325

Email Address:

info@iowapork.org

Telephone number:

800-372-7675 OR 515-225-7675

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