

Premier Foods Ltd., US Online Privacy Policy

Effective Date: 11 January 2024

Premier Foods Group Ltd (“Premier Foods,” “we,” or “us”) recognizes the importance of protecting and respecting privacy the privacy of our online visitors, and it is our intent to balance our legitimate interests in collecting and using information received from and about you with your reasonable expectations of privacy. The following privacy policy (the “Policy”) explains how we collect, store, use and protect any information you provide when you visit our websites available at www.mrkipling.us and www.sharwoods.us (the “Site”).

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. When you submit information to or through the Site, you consent to the collection and processing of your information as described in this Privacy Policy. By using the Site, you accept the terms of this Policy and our Terms and Conditions of Use (“Terms”) available at www.mrkipling.us/Other-Pages/Terms-Conditions, and consent to our use, disclosure and retention of your information as described in this Policy. If you do not agree to the terms and conditions of this Policy, please do not use the Site.

Information We Collect

Premier Foods collects personally identifiable information from you, which may include information you provide to us voluntarily, as well as information you provide to us automatically. This section provides information about the categories of information that may be collected. As a general matter We gather two basic types of information through the Site: “Personal Information,” information from which you can be identified, and “Aggregate Information,” information from which you cannot be identified.

A. Information You Voluntarily Provide To Us

We collect information about you when you interact with the Sites and voluntarily provide information to us such as when you contact us and make requests or participate in our offers, promotions or consumer surveys. Categories of information you may voluntarily provide to us are as follows:

- **Contact Information**, which may include your name, phone number, mailing address, and email address;
- **Demographic Information**, which may include your gender date of birth;
- **Commercial Information**, which may include records of products purchased;

B. Information Automatically Collected

In addition, we may collect information automatically

In addition, we automatically collect information when you use our Site. The categories of information we automatically collect are as follows:

- **Site Use Data**, including features you use, pages you visit, emails and advertisements you view, products and services you view, the time of day you browse, and your referring and exiting pages.
- **Location Data**, including imprecise location data (such as location derived from an IP address or data that indicates a city or postal code level) and, with your consent, precise location data (such as latitude/longitude data).
- **Log Files**, which are files that record events that occur in connection with your use of the Site.
- **Cookies**, which are small data files stored on your device that act as a unique tag to identify your browser. We use two types of cookies: session cookies and persistent cookies. Session cookies make it easier for you to navigate our website and expire when you close your browser. Persistent cookies help with personalizing your experience, remembering your preferences, and supporting security features. Additionally, persistent cookies allow us to bring you advertising both on and off the Site. Persistent cookies may remain on your device for extended periods of time, and generally may be controlled through your browser settings. To learn more about how we use cookies, please visit our Cookie Policy.

How We Use Your Information

- **Personal Information.** We may use information collected through the Site in any of the following ways.
 - **Communications.** We encourage you to contact us with questions and comments. Personal Information may be used in order to respond to your questions, comments and requests, and provide customer service.
 - **Internal Business Purposes.** We may also use your Personal Information for internal business purposes, such as operating, analyzing managing our business, including the Site, improving our business and Site, and preventing and addressing fraud, breach of policies and terms, and threats or harm.
 - **Offers and Promotions.** We may also use your Personal Information to administer any of our offers or promotions in which you voluntarily participate.
 - **Special Communications.** In addition, we may use your Personal Information to provide you with email updates and announcements concerning us and/or our partners, surveys and special promotions. You may opt-out of receiving these messages from us at any time (see “[Your Rights and Choices: Communications](#)” below).
 - **Miscellaneous.** Finally, we may disclose your Personal Information if we believe that we are required to do so: (i) by law; (ii) to comply with legal process or governmental requests; (iii) to enforce our Terms and Conditions of Use (available [here](#)); (iv) to protect our operations; (v) to protect the rights, privacy, safety or property of us, you or third parties; and (vi) to permit us to pursue available remedies or limit the damages that we may sustain.

- **Aggregate Information.** We analyze Aggregate Information in order to enhance web site security, track the popularity of certain pages of the Site, the success of our email notifications, traffic levels on the Site and other usage data, all of which helps us to provide content suited to your interests and improve your experience on the Site.

Disclosures of Information

We disclose information we collect in accordance with the practices described in this Privacy Policy. The types of entities to whom we disclose information with include the following:

- **With Third Party Service Providers Performing Services on Our Behalf.** We share your personal information with our service providers to perform the functions for which we engage them. For example, we may use third parties to administer our offers, promotions and surveys host the Site or assist us in providing functionality on the Site, including site analytics, and for internal work-flow.
- **Affiliates.** We share information with our related entities including our parent and sister companies for business and commercial purposes such as customer support, marketing, and technical operations.
- **With Our Business Partners.** We share your information with other businesses with whom we have a relationship so that they can provide you with information about products and services that may be of interest to you.
- **For Legal Purposes.** We also may share information that we collect from users as needed to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose personal information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share personal information as required to pursue available remedies or limit damages we may sustain.
- **Changes of Control.** We may transfer information, including your personal information, in connection with a change of ownership or control by or of us or any affiliated entity (in each case whether in whole or in part).
- Notwithstanding the above, we may share information that does not identify you (including information that has been aggregated or de-identified) except as prohibited by applicable law.

Children

The Site is not directed at children, and we will not knowingly collect Personal Information from children under the age of 13. Premier Foods takes seriously our obligations under the Children's Online Privacy Protection Act concerning the collection of Personal Information from individuals under the age of thirteen (13). If you are a parent or guardian

and you believe we have collected information from your child in a manner not permitted by law, contact us at via the contact information listed in the section entitled “[Contact Us](#)” section below. We will remove the data to the extent required by applicable laws.

Security

Premier Foods uses reasonable security measures designed to prevent unauthorized intrusion to the Site and the alteration, acquisition or misuse of personal information, however, we will not be responsible for loss, corruption or unauthorized acquisition or misuse of personal information that you provide through the Site that is stored by us, or for any damages resulting from such loss, corruption or unauthorized acquisition or misuse. You should keep in mind that no method of transmitting or storing data is completely secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), you must immediately notify us of the problem by contacting us in accordance with the “Updating Your Information and Contacting Us” section below. We will retain your personal information for as long as necessary to fulfill the purpose for which it was collected, or as required by applicable laws or regulation.

Links to External Websites

The Site may contain links to partner and other third party web sites. These linked sites are not under our control, and consequently, we are not responsible for the privacy practices or the contents of any such linked site –or any link contained in any linked site. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by us. If you provide Personal Information through any such third party web site, your transaction will occur on such third party’s web site (not the Site), and the Personal Information you provide will be collected by, and controlled by the privacy policy of, that third party. We strongly recommend that you familiarize yourself with the privacy policies and practices of any website that you visit, including those of our partners.

Your Rights and Choices

A. Tracking Technologies

- **Cookies.** Most browsers accept cookies by default. You can instruct your browser, by changing its settings, to reject or delete cookies, or to alert you if cookies are placed on your device. If you use multiple browsers on your device, you will need to instruct each browser separately. Your ability to limit cookies is subject to your browser settings and limitations. To find out more about our cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit
- www.allaboutcookies.org. We also have the ability to control cookie settings on our site for non-essential cookies. You will be prompted to set or otherwise accept our recommended settings. You can always control these settings by clicking on the icon with a “C” in the lower left corner of the webpage.

- **Do Not Track.** Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, unless and until the law is interpreted to require us to do so, we do not monitor or take action with respect to “Do Not Track” signals. For more information on “Do Not Track,” visit <http://www.allaboutdnt.com>.

B. Communications

From time to time, we may ask you to indicate whether you are interested in receiving emails and other information from us or our marketing partners. If you elect to receive these communications, we will occasionally send you emails or other information that match your requests and may offer you promotions. You may choose to prevent us from disclosing or using your Personal Information under certain circumstances or not to receive promotional emails. To “opt out,” please contact us at the addresses listed above in the “Updating Your Information and Contacting Us” section or, if applicable, use the unsubscribe feature in the email you received. We will process your request within a reasonable time after receipt, but please note that if you “opt out” as described above, we will not be able to remove your Personal Information from the databases of any third party who has previously been provided with your information. If you wish to stop receiving promotional materials from such third parties, please contact them directly or use the opt out mechanism provided in their respective privacy policies or marketing messages.

C. Analytics

We use Google Analytics to help analyze how users use the Site. These tools use cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Site (including IP address) is transmitted to our data collection tool service providers. This information is then used by us to evaluate visitors’ use of the Site and to compile statistical reports on website activity for Premier Foods. For more information about how Google Analytics collects and processes data, please see Google’s “How Google uses data when you use our partners’ sites or apps”, (located at www.google.com/policies/privacy/partners/). You may exercise choices to opt out of the use of certain information collected by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

D. Targeted Advertising

If you do not want your information to be collected and used by third-party tracking technologies, you can exercise some choice over such tracking by visiting the Network Advertising Initiative Opt-Out Tool (<http://optout.networkadvertising.org>) or the Digital Advertising Alliance Opt-Out Tool (<https://optout.aboutads.info>). Even if you disable tracking, keep in mind that you may still receive interest-based advertising, including from third parties to whom your information may have been previously disclosed, or advertising from third parties that is not based on your interests and preferences.

Changes to This Policy

We reserve the right to change this Policy, and any of our policies or procedures concerning the treatment of information collected through the Site, without prior notice. You can determine when this Policy was last revised by referring to the “Effective Date” legend at the top of this page. Any changes to our Policy will become effective upon posting of the revised Policy on the Internet, accessible through the Site. Use of the Site following such changes constitutes your acceptance of the revised Policy then in effect. We encourage you to periodically review this page to ensure familiarity with the most current version of our Policy.

Contact Us

If you have any questions about this Privacy Policy or our practices with respect to the collection of personal data, please contact us by:

- Emailing us at: privacy@premierfoods.co.uk ; or,
- Writing to us at the following postal mail address: Attn: Website Privacy Policy, Premier Foods Inc., P.O. Box 5013, Westport, CT 06881

California Shine the Light

You may request (i) a list of the categories of personal information disclosed by us to third parties during the immediately preceding calendar year for those third parties’ own direct marketing purposes; and (ii) a list of the categories of third parties to whom we disclosed such information. To exercise a request, please write us at the email or postal address set out in “[Contact Us](#)” above and specify that you are making a “California Shine the Light Request.” We may require additional information from you to allow us to verify your identity and are only required to respond to requests once during any calendar year.