**Simply Good Food, LLC, d/b/a NutriStudents K-12®**

**PRIVACY POLICY**

Last updated: October 22, 2018.

Your privacy is important to us. At Simply Good Food, LLC, d/b/a NutriStudents K-12® (“NutriStudents”), we recognize that visitors to our site may be concerned about the information they provide to us and how we handle that information. This Privacy Notice describes the types of information we collect from and about you when you visit any of our websites where this policy is posted (or the mobile optimized version of the website) (each a “Site”). This Privacy Notice also explains how we may use and disclose such information, as well as your ability to control certain uses of it. By using the Site, you agree to the collection, use, and disclosure of your personal information as described and limited in this Privacy Notice. By visiting a NutriStudents K-12 Site, you are accepting the practices described in this Privacy Notice.

**Information We Collect**

**Information You Provide**

We collect certain personal information from you when you choose to share it with us. This may include when you sign up for a newsletter or one of our e-mail lists; license our services; participate in a contest, sweepstakes, game, survey, or promotion; request information from us; or otherwise contact us. The personal information we collect may include your name, telephone number, e-mail address and school affiliation or place of business. If your employer purchases or licenses products or services from NutriStudents K-12, we may also request credit/debit card number or other financial information, along with billing information, to fulfill the order or request.

We don’t require you to register or provide personal information to view our Sites or access much of the content available to non-licensed users. However, you may be required to provide certain personal information to receive certain offers, download premium content, or use certain Site features; or upon licensing the NutriStudents K-12 system to create a Site account to access the licensed content.

In addition, we may give you the opportunity to tell your friends about certain features or information on our Sites. We also offer visitors to our Sites various features for their enjoyment, which we may change from time to time. We may ask you to submit certain information so we can provide you with these features.

**Information Collected By Automated Means**

We may use cookies, web beacons, pixel tags, log files, or local shared objects (such as Flash cookies), and other technologies to collect certain information about visitors to our Sites, use of our online services, and interactions with our e-mails and online advertisements, and to allow us to keep track of analytics and certain statistical information which enables us to improve the Sites and provide Site users with more relevant content on our Sites and other sites.

For example, through these means, we may automatically collect information such as your browser type, operating system, mobile device type and carrier, Internet service provider (“ISP”), and Internet Protocol (“IP”) address. We may also collect information about your use of and interaction with the Site, including the webpages viewed, the date and time you visit the Site, the areas or pages of the Site that you visit, the amount of time you spend viewing or using the Site, the number of times you return to the Site, other click-stream or site usage data, whether you open, forward, or click-through links, emails, and ads, and other Site usage data.

**Information Collected From Other Sources**

We may obtain information about you from other sources, including commercially available sources, such as data aggregators and public databases, or social networks that you use to connect with us. This information may include your name, demographic information, interests, and publicly-observed data, such as from social media, online activity, and shopping behavior. We may combine this information with the information we collect from you to help us tailor our communications to you and to improve our services and products.

**How We Use Your Information**

We may use the information we collect from and about you to contact you from time to time, including for any of the following purposes:

* To respond to your comments or questions, or contact you if needed while processing a product or service you requested through our website;
* To improve our website, products, and services; develop new products or services; and conduct analysis to enhance current products and services;
* To review the usage and operations of our Site and improve our content, products; and services, including contacting you for your opinions on NutriStudents K-12 products, services, or websites;
* To send you promotional offers, newsletters, materials, and other communications and information about NutriStudents K-12, its portfolio of products, affiliates, and its partners;
* To provide you with content that is customized to your interests, targeted offers, and advertising on the Sites, on third-party sites and media platforms, including in social media, or via email;
* To contact you as necessary when you enter a contest, sweepstakes, or game in order to conduct the promotion (for example, to contact you if you’re a winner);
* To contact you when necessary;
* To use your data in an aggregated non-specific format for analytical and demographic purposes;
* To address problems with the Site or our business;
* To manage our telecommunications networks;
* To protect the security or integrity of the Site and our business;
* As otherwise described to you at the point of data collection; and
* To use and disclose your credit/debit card or electronic payment information only to process payments and prevent fraud.

Additionally, if you use the Site to connect with third-party services you authorize us to use information from and about you, on your behalf, to interact with these third-party services based on your requests.

**How We Share Your Information**

We do not sell or otherwise disclose personal information about our website visitors, except as described here. We do not share your personal information with unaffiliated third parties for their own marketing purposes without your consent.

We may share the information we collect from and about you in the following ways: (1) among NutriStudents K-12 systems, brands and related corporate entities; (2) to our third-party service providers we have retained to perform a business, professional or technical support functions for us, including to the extent necessary or desirable to help run promotions, fulfill orders, complete your transaction, or provide customer service (these service providers may have access to personal information about our Site visitors if it is needed to perform their functions for NutriStudents K-12, but they are not authorized by NutriStudents K-12 to use or disclose the information except as necessary to perform services on the behalf of NutriStudents K-12 or to comply with legal requirements); (3) as necessary to investigate or prevent an actual or suspected crime or injury to ourselves or others, as permitted by law; (4) if we believe that there has been a violation of our Terms of Use or of our rights or the rights of any third-party; (5) to respond to judicial process or provide information to law enforcement authorities, regulatory agencies, or other government officials, or otherwise as required by law; and (6) as otherwise described to you at the point of collection.

We may conduct joint promotions with other companies. We may share with our promotional partners (and their service providers) certain information as necessary to conduct the promotion.

During the normal course of our business, NutriStudents K-12 may sell or purchase assets. If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information provided through the Site in a manner that is consistent with this Privacy Notice.

**Links To Other Websites**

The Sites may contain links to other websites. We provide these links solely for your convenience and information. Different websites have different privacy practices. You should always check the privacy notice of the specific site you’re visiting to understand the privacy practices associated with that site. We are not responsible for the content or privacy practices of third-party websites.

**Public Forums**

Any information you may disclose on our Site, in blogs, on message boards, in chat rooms, or on other public areas on the Site or other third-party websites that this Site may link to, chat rooms, social media sites and our pages/profiles on those sites, becomes public information. Please exercise caution when disclosing personal information in these public areas. NutriStudents K-12 cannot control the actions of third parties who may view the Site or our pages/profiles on other sites, and use publicly-available information for their own purposes.

**Your Choices**

You can change your preferences for follow-up contacts by NutriStudents K-12. Email us info@NutriStudentsK-12.com if you wish to take this action or call us at the number listed in the “Contact Us” section below.

If you wish to limit how third parties use your e-mail address to send you targeted advertising on our behalf, contact us at [info@NutriStudentsK-12.com](mailto:info@NutriStudentsK-12.com). Please allow 10 days for your e-mail to be removed from our marketing database.

If you wish to limit the information gathered about you through Google Analytics, you may choose to download and install Google Analytics' Opt-Out Browser add-on for the web.

<https://tools.google.com/dlpage/gaoptout/>

**Children's Information**

This site is intended for both general and food preparation departments of schools, and other similar audiences, and NutriStudents K-12 does not direct the Site to collect, or knowingly collect, any personal information from any children.

**How We Protect Your Information**

The security of your information is important to us. We have taken certain administrative, technical, and physical steps to safeguard the information we collect from and about our customers and Site visitors against unauthorized use, disclosure, alteration, or destruction. While we make every effort to help ensure the integrity and security of our network and systems, we cannot guarantee our security measures.

**Updates To This Privacy Notice**

We may change or update portions of this Privacy Notice at any time. When we do, we will post the change(s) on the Site. Your continued use of the Site following the posting of changes to these terms means you accept these changes. Please check back from time to time so you are aware of any changes or updates to the notice. If we make any material changes, we will provide appropriate notice to you. We will indicate the notice’s effective date on the first page of the notice.

**How To Contact Us**

If you have any questions about this Privacy Notice, you can contact us at:   
  
NutriStudents K-12

1185 Concord Street North

South St. Paul, MN 55075

Attention: Client Relations

1-844-204-2847

8:30 a.m. – 5:00 p.m. Central Standard Time, Monday through Friday, excluding holidays.

Email us [info@NutriStudentsK-12.com](mailto:info@NutriStudentsK-12.com)

We would be happy to answer your questions or hear your concerns.

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