

## **Privacy Policy**

Last updated: February 2017

The Mushroom Council ("us", "we", or "our") operates <http://www.blenditarian.com> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy. By using the Site, you agree to defend, indemnify and hold harmless the Mushroom Council, its affiliates and their respective directors, officers, employees and agents from and against all claims and expenses, including attorney's fees, arising out of the use of any Mushroom Council Site.

### **Information Collection And Use**

As a Visitor, you can browse our website to find out more about our Blenditarian.com. You are not required to provide us with any Personally Identifiable Information as a Visitor.

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact you. Personally identifiable information may include, but is not limited to your name, email address and zip code ("Personal Information").

### **Computer Information Collected**

When you use our Website, we automatically collect certain computer information by the interaction of your mobile phone or web browser with our Website. Such information is typically considered Non-Personal Information. We also collect the following:

- **Automatic Information**

We automatically receive information from your web browser or mobile device. This information includes the name of the website from which you entered our Website, if any, as well as the name of the website to which you're headed when you leave our website. This information also includes the IP address of your computer/proxy server that you use to access the Internet, your Internet Website provider name, web browser type, type of mobile device, and computer operating system. We use all this information to analyze trends among our Users to help improve our Website.

- **Cookies**

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

- **Third-Party Tracking Tools**

We also use third party tracking tools to improve the performance and features of our Website. These third-party tracking tools are designed to collect only Non-Personal Information about your use of our Website. However, you understand that such tools are created and managed by parties outside our control. As such, we are not responsible for what information is captured by such third parties or how such third parties use and protect that information.

- We may use Google Analytics to advertise on third-party sites to you after you visited our Site. We and our third-party vendors, like Google, use first party cookies (such as the Google Analytics cookie) and third party cookies (such as the DoubleClick cookie) to inform, optimize and serve ads based on your past visits to our Site.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the [Google Ads Settings](#) page. Google also recommends installing the [Google Analytics Opt-out Browser Add-on](#) for your browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

## **How We Use Your Information**

We use the information we receive from you as follows:

- **Emails and Promotions**

Should you opt-in for email communications through the Pledge Form, you will receive email communications and notifications from the Mushroom Council and Blenditarian.com with content and promotions selected on the Pledge Form.

We and our affiliates fully comply with national laws regarding SPAM. You can always opt out of receipt of further email correspondence from us and/or our affiliates. We agree that we will not sell, rent, or trade your email address to any unaffiliated third-party without your permission.

- **Customizing Our Website**

We may use the Personally Identifiable information you provide to us along with any computer information we receive to customize our Website.

- **Sharing Information with Affiliates and Other Third Parties**

We do not sell, rent, or otherwise provide your Personally Identifiable Information to third parties for marketing purposes. We may provide your Personally Identifiable Information to affiliates that provide services to us with regards to our Website (i.e. payment processors, Website hosting companies, etc.); such affiliates will only receive information necessary to provide the respective services and will be bound by confidentiality agreements limiting the use of such information.

- **Data Aggregation**

We retain the right to collect and use any Non-Personal Information collected from your use of our Website and aggregate such data for internal analytics that improve our Website and Service as well as for use or resale to others. At no time is your Personally Identifiable Information included in such data aggregations.

- **Legally Required Releases of Information**

We may be legally required to disclose your Personally Identifiable Information, if such disclosure is (a) required by subpoena, law, or other legal process; (b) necessary to assist law enforcement officials or government enforcement agencies; (c) necessary to investigate violations of or otherwise enforce our Legal Terms; (d) necessary to protect us from legal action or claims from third parties including you and/or other Members; and/or (e) necessary to protect the legal rights, personal/real property, or personal safety of the Mushroom Council, our Users, employees, and affiliates.

### **Protecting Your Child's Privacy**

Our Website is not designed for use by anyone under the age of 13 ("Child"), though we realize we may have a Child attempt to make purchases through our Website. We do not verify the age of our Users nor do we have any liability for verifying a User's age. If you are a Child, please seek the permission of a parent or guardian before using our Website. If you are a parent or guardian and believe your Child is using our Website, please contact us to remove your Child's account; we reserve the right to ask you for verification of your relationship to the Child before we honor such a request. If we discover that a Child has created an account on our Website, we will immediately delete the account as soon as we discover it, we will not use the information for any purpose,

and we will not disclose the information to third parties. However, as parent of such a Child, you understand that you are legally liable for any transactions created by the Child.

### **Links to Other Websites**

Our Website may contain links to other websites that are not under our direct control. These websites may have their own policies regarding privacy. We have no control of or responsibility for linked websites and provide these links solely for the convenience and information of our visitors. You access such linked Websites at your own risk. These websites are not subject to this Privacy Policy. You should check the privacy policies, if any, of those individual websites to see how the operators of those third-party websites will utilize your personal information. In addition, these websites may contain a link to Websites of our affiliates. The websites of our affiliates are not subject to this Privacy Policy, and you should check their individual privacy policies to see how the operators of such websites will utilize your personal information. We do not endorse, approve, certify or control these sites and does not guarantee the accuracy of the information contained on them.

### **Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Changes To This Privacy Policy**

This Privacy Policy is effective as of (add date) and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the

Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

**Contact Us**

If you have any questions about this Privacy Policy, please contact us.