

## CoolCow Mobile Application Privacy Policy

Effective Date: March 4, 2013

This App is owned and operated by Purina Animal Nutrition. We have created this Policy to let you know what information about you and your device we collect when you use this App, how we use and share the information we collect, and how we protect your privacy. If you have any questions about this Policy or our privacy practices, please send an e-mail to [ELindemann@landolakes.com](mailto:ELindemann@landolakes.com).

**Your consent.** By using this App, you consent to our processing of your information as set forth in this Policy.

**About this App.** This App is developed to provide dairy producers with a tool to help better understand, prepare for, and protect their herd performance from excessive heat and humidity, during seasons of heat stress.

**Types of information we collect.** If you give us your name or email address, we will collect it. Likewise, if you give Facebook or someone else permission to share your information with us, we will collect it. We also collect information from your mobile device, such as which browser you use, your device's operating system, and so on. (This information is not personally identifiable, but we might link it to information that identifies you.) And we collect metrics about how people use this App—which “pages” they visit and how long they stay, for example.

All that said, this Policy focuses on non-obvious data collection practices and on those practices that involve relatively sensitive data, such as your location. Here they are:

- *We will create an identification number for your device and we may link it to your personal information.* We don't collect or use your device's factory-issued unique identification number. However, when you download this App, we create our own identification number for your device. If you later create an account on this App, we will link that number to your account information.
- *We will ask for your permission to collect precise, real-time location information.* The first time you open this App, we will ask you if we can collect your current location. If you say yes, we will collect this information on an ongoing basis.

**How we use information collected through this App.** We use the information we collect through this App to provide the information, products and services you request; to provide you with a personalized experience; to improve this App's content, functionality and usability; to improve our products and services; to contact you; to market to you more effectively and to improve our marketing efforts generally; and for security or fraud prevention purposes.

**Your choices.** You have choices about what information we collect and how we use and share it. We try to make these choices available in a meaningful way. For example, when you open this App for the first time, we will ask for your permission not only to collect location information but also to send push notifications. Likewise, when you create an account, we will give you a chance to opt out of receiving promotional communications from us. We will also give you a chance to opt out before we share your Personal Information with third parties for their own marketing purposes.

If you ok'd our collection of location information at the time you downloaded this App but have now changed your mind, you may be able to opt out through your device settings. Otherwise, you can always delete and re-download the App, this time declining our request. If you want to change other previously expressed preferences, contact us at [ELindemann@landolakes.com](mailto:ELindemann@landolakes.com).

**Steps we take to secure your personal information.** We maintain reasonable administrative, physical, and technological measures to protect the confidentiality and security of personal information you submit

on or through this App. Unfortunately, no App, website, server or database is completely secure or “hacker proof.” We therefore cannot guarantee that your personal information will not be disclosed, misused or lost by accident or by the unauthorized acts of others.

#### **How we share your personal information with others.**

*Third-Party Vendors.* We may share information collected through this App with third-party vendors who act for or on behalf of Purina Animal Nutrition. These third-party vendors may need information about you to perform their functions.

*Business Partners.* From time to time, we may share your information directly with selected third parties for their own marketing purposes. Before doing so, however, we may offer you the opportunity to “opt out” or “opt in” as required by applicable law.

*Business Transfers.* Your information may be transferred to successor organization if, for example, we transfer the ownership or operation of this App to another organization or if we merge with another organization. We may also need to share your information as part of a negotiation for such transfer. In such cases, we will take reasonable measures to protect the personal information we disclose.

*Compliance with Laws and Protection of Our Rights and the Rights of Others.* We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of this App; to enforce or apply any applicable agreement; or to protect our own rights or property or the rights, property or safety of you or others.

**Children under the age of 13.** This App is not intended for children or minors under the age of 13 years without the permission of a parent or guardian. If you believe that a child has submitted personal information on or through this App without the consent and supervision of a parent or guardian, please contact us.

**Links to third-party websites.** This App may contain links to websites operated by other organizations, including websites operated by our third-party service providers and other third parties. This Policy does not apply to these third-party websites. When you access third-party websites through a link on this App, please review the privacy policy posted on that site.

**This policy may change.** This Policy describes our current policies and practices with regard to the information we collect through this App. For various reasons, we may need to update or revise this Policy. Accordingly, we reserve the right to update or modify this Policy at any time, without prior notice, by sending a push notification or email with instructions on how to access the revised Policy. Your continued use of this App after we send the push notification constitutes your agreement to be bound by the revised Policy. However, we will honor the terms that were in effect when we gathered data from you. For your convenience, whenever this Policy is changed, we will update the “effective date” at the top of this Policy.