**Privacy**

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Key Terms. Throughout this Privacy Policy, we use several specialized terms. When we use the term "Personally Identifiable Information" in this Privacy Policy, we mean information that is specific to you as an individual, such as your name, postal address, email address, or telephone number. The term "User Information" incorporates all of your Personally Identifiable Information and any other forms of information discussed in this Privacy Policy. We use the term "aggregate" when we combine information from various persons or users. Information is said to be "anonymized" if it does not identify individual persons or entities, or associate a particular person or entity with such information.

Our Information Collection, Use, and Disclosure Practices. When you visit our Sites to browse, we may collect, use, and store information such as the type of operating system, computer modem, and Internet browser you are using, the number of times you visit our Sites, the particular pages you view, the date and time you access our Sites, and the length of your visits to our Sites. We may use this information to improve our Sites and user experience, and we may share this information with third parties if we choose to aggregate and disclose site traffic information for marketing or commercial purposes.

When you visit our Sites to browse, you may choose certain on-line options such as: (a) gathering or reviewing information about the meat industry and related companies, news, and other material; (b) gathering, reviewing, or requesting information about us or the products and services offered by us; or (c) contacting us. When you engage in any of the foregoing activities, or use any other features or services of our Sites, you may provide us certain Personally Identifiable Information. We collect and store this Personally Identifiable Information, any updates to such information that you send us, and any modifications that we make to such information. Except as set forth in this Privacy Policy, we will not reveal any such Personally Identifiable Information to any other third party without your consent, except that we may share User Information with our business associates who assist us in administering our products, services, or Sites. Furthermore, we may use, disclose, or transfer certain User Information: (a) to provide you the products, services, or information you request; (b) to send you other information that may be useful to you; (c) to protect the confidentiality or security of your records; (d) to comply with law enforcement, governmental mandate, or other legal requirement, if appropriate, for your protection or in connection with an investigation or prosecution of possible unlawful activity; (e) in connection with a sale, acquisition, or merger of our business or our business assets; (f) to our attorneys, accountants, or regulators; or (g) for other legally permissible purposes.

In addition, any anonymized information that you send us, such as your questions, suggestions, information, ideas, or other creative material ("Feedback") belongs to us and will not be treated as confidential. You acknowledge and agree that we may use, reproduce, adapt, distribute, display, disclose, or create derivative works from Feedback without acknowledgement or compensation to you.

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