

## **Freshfruitportal.com Privacy policy**

Freshfruitportal.com a website that belongs to Yentzen Consulting Ltda. has a firm commitment to privacy. We take your privacy concerns seriously and want to make every effort to address them as we strive to offer our site visitors a high quality, interactive and personalized experience. That is why we have adopted the following policy, which explains our position on information gathering and how we intend to use and share any information we collect. It is important to note that this policy applies only to information collected by Freshfruitportal.com and does not apply to information obtained or used by Freshfruitportal.com or its affiliates through other means.

Freshfruitportal.com collects and stores Personally Identifiable Information such as your name, address, e-mail address, etc. What information we collect and store depends on the page you are visiting and the services you elect to participate in. We use this information to operate our services, provide you with the highest quality services, offer you opportunities we think will be of interest, and better tailor the advertising you see from us to suit you. We may share Personal Information with our affiliated or subsidiary companies.

This privacy policy is subject to change. If the policy is revised, a notice will be placed in Freshfruitportal.com and may view the privacy policy, including any revisions, by clicking on the "Privacy Policy" link at the bottom of the home page of Freshfruitportal.com.

### **What information we collect and how it is used**

Access to the majority of content, services and features on Freshfruitportal.com requires users to become registered members. Member registration requires you to provide certain Personally Identifiable Information, such as your name, e-mail address, street address, gender, and date of birth. You will be asked to select a member name and password so that you have access to this information and can revise it in the future. To complete the registration process, we will send you a validation e-mail message. You must click the link in the e-mail to fully activate your membership account. You will also have the opportunity to subscribe to e-mail newsletters and alerts and elect to receive e-mail Offers sent to you on behalf of Freshfruitportal.com advertisers. Some features and services may require additional Personally Identifiable Information or other demographic information. We may collect other personal information when you provide feedback, comments, engage in chat, message boards, interactive forums or participate in surveys, or if you contact us offline. For example, when you enter contests you may also be asked to also provide your phone number so that we can reach you in the event you've won a prize. All users may decline to share such information with us by choosing not to you may be unable to use certain features or services provided by the Web Sites.

You may also be asked to create a separate registration account with some of the services provided by partners and other providers on Freshfruitportal.com. Be aware that the information collected by these providers may be subject to the privacy policy and terms of use of that provider, and we recommend reviewing these prior to submitting your registration.

If you wish to forward an article to a friend, we will ask that you submit your friend's name and e-mail address.

1. By submitting emails the entrant hereby declares the owners of the recommended emails are aware of the contest and have given their consent to participate.
2. By submitting emails the participant assumes full responsibility of any and all damage or conflicts that could be generated as a result by recommending and assumes responsibility to inform owners thus clearing Freshfruitportal.com of any responsibility.
3. By submitting emails the participant acknowledges full knowledge that the aforementioned emails will be incorporated, free of charge, for use by Freshfruitportal.com and its partners to form a recipient list for a newsletter delivered three times a week with information on the fresh produce industry.

While we collect statistics on which articles are forwarded, we do not sell, rent, or market your friend's personal information. We may share Personal Information with our affiliated or subsidiary companies.

#### **Passive Data Collection and Use**

Like most Web sites, Freshfruitportal.com also collects and logs information automatically and through the use of electronic tools that may be transparent to you, such as your IP address, the name and location of your Internet Service Provider, the type and version of your browser, the length of time that you stay on Freshfruitportal.com, search queries, your click-stream data, the location that referred you to Freshfruitportal.com and the average number of pages viewed. If you visit another Web site prior to browsing startribune.com, that Web site might place personally identifiable information within a URL, which may be logged by us. Your IP address is the identifier assigned to your particular computer when you access the Internet. Depending on how you connect to the Internet, your IP address may always be the same, or it may change each time you access the Internet. Note that logging your IP address does not in and of itself provide us with your name, e-mail address or home or work address. We use this log information for systems administration and troubleshooting purposes and may also use it to gather general demographic information about you such as your general location and your Internet Service Provider. In order to better provide our services to you and to develop member profiles that enable us to focus our site, services and advertisements on your interests; we may correlate this log information with other information about you, such as your registration information or newspaper subscription records.

#### **Use of Cookies**

Most standard Web browsers contain a feature called "cookies," which allow a Web site to place information about a user's visit to that Web site in a small data text file that is stored on the user's computer. Our use of cookie technology will likely be transparent to you and is used to recognize you and hold information from one visit to the next in an effort to increase your ease of use of Freshfruitportal.com and to allow us to better understand how

people use our site through click-stream analysis. For example, cookies are used to store your member name and password, sparing you from having to re-enter that information each time you visit. Another example is that we may use cookie technology to control the number of times you see a particular advertisement while visiting Freshfruitportal.com. You can turn the cookies feature off by using your browser preference options, but doing so will severely limit your access to Freshfruitportal.com and may prevent you from registration.

Some of Freshfruitportal.com third party content providers also may place a cookie on the user's computer. If a user chooses to monitor or restrict cookies that are placed on his computer, the user can determine the Web site that is attempting to place a cookie. Those cookies are controlled by the content provider, and users should refer to that provider's privacy policy for further information regarding its use of cookies.

We use software developed by another company, OpenX, to display advertising on Freshfruitportal.com, and we may use cookies in conjunction with displaying those ads. In addition, advertisers may elect to use other advertising companies to serve their ads on Freshfruitportal.com, and advertisers themselves may also place a cookie on a user's computer. We do not have access to the cookies or their contents that are placed by advertisers or by third-party advertising companies.

#### **Use of Personally Identifiable Information**

Personally Identifiable Information may be accessed by the user who entered it, by Freshfruitportal.com personnel, and by certain third parties, such as those who provide technical support or content services to Freshfruitportal.com. We ask these third parties to keep any personal information supplied by us confidential. We also endeavor to keep your Personally Identifiable Information inaccessible to other users or advertisers of Freshfruitportal.com. Note that your member name may be displayed on our homepage when you visit Freshfruitportal.com as a logged in member. We will also display your e-mail address and contact information in your Member Center. We make every effort to make the Member Center secure; it can only be accessed by logging in with your member name and password.

We also reserve the right to disclose Personally Identifiable Information when deemed necessary or appropriate to comply with the law, respond to claims, protect our computer systems and customers, ensure the integrity and operation of our business and systems, or protect the rights, property or safety of startribune.com, its affiliates, or others.

We will not disclose your Personally Identifiable Information without your advance permission except as explained in this privacy policy or as explained at the time the information was collected.

#### **Use of Aggregated information**

In order to describe our services to prospective partners, advertisers and others, we may use your Personally Identifiable Information to create a compiled, aggregate view of the Freshfruitportal.com audience and their usage patterns. We use Aggregated Information to operate our services and to better understand our audience as we develop new content and

services. Aggregated Information may also be shared with third parties we contract with to provide content and services on Freshfruitportal.com as well as advertisers so that they can better understand our audience. For example, we might disclose that a certain percentage of our users are female or within a certain age range or live within a cluster of zip codes.

### **Children's Privacy**

Freshfruitportal.com is particularly concerned with providing a safe online environment for children. Children under the age 18 will not be allowed to register and become a member of Freshfruitportal.com in order to access general Freshfruitportal.com content, features and services.

Freshfruitportal.com does not ask children under age 18 for more personal information, as a condition of participation, than is reasonably necessary to participate in a given activity or promotion. Further, we limit most of our contests to people who are at least 18 years of age, making children ineligible to enter.

Freshfruitportal.com will not knowingly disclose personal information about users under the age of 18 without prior parental or legal guardian consent, except as required by law.

Freshfruitportal.com strongly recommends parental supervision when a child uses the Internet, particularly when a child enters a forum or uses e-mail. We also encourage parents to instruct their children not to give out personal information in these areas.

### **E-mail**

Freshfruitportal.com does not rent, sell, barter or give away its user or member lists or its users' or members' names, e-mail addresses or mailing addresses for use by advertisers and other third parties for the purpose of solicitations, unless the user has previously given his or her consent at the time of general registration or registration for a specific contest or service. If a user granted permission to receive our newsletter at the time of registration but subsequently wishes to opt out from receiving such emails, the user may send an email to [info@freshfruitportal.com](mailto:info@freshfruitportal.com) and request to opt out or click on the newsletter to opt out receiving e-mail sent on behalf of Freshfruitportal.com.

All registered users may receive Membership Notices via e-mail related to their membership account or various features and services on Freshfruitportal.com that their membership entitles them to access. Because Membership Notices are an important part of our service to you, users cannot opt-out of receiving them.

Our HTML-encoded e-mail messages include graphic files, which we use to gather information about e-mails sent our members. When such a message is opened in an HTML-capable e-mail program, the recipient's computer accesses our server to retrieve the graphic file, and allows us to record and store the date and time, the recipient's e-mail address, and other standard logging information. These HTML-encoded e-mail messages may also read cookies.

### **Affiliated sites, linked sites and advertisements**

Freshfruitportal.com expects its partners, providers of content and services and advertisers

to respect the privacy of our users. Be aware, however, that third parties, including our partners, providers of content and services, advertisers and others accessible through our site may have their own privacy and data collection policies and practices. For example, during your visit to Freshfruitportal.com you may link to, or view as part of a frame on a Freshfruitportal.com page, certain content that is actually created or hosted by a third party. Also through Freshfruitportal.com you may be introduced to, or be able to access information, services, Web sites, features, contest or sweepstakes offered by other parties. Freshfruitportal.com is not responsible for the actions or policies of such third parties. You should check the applicable privacy policies of those third parties when providing information on a feature or page operated by a third party.

### **Changing your personal information**

In general, a registered member may return to Freshfruitportal.com via email [info@freshfruitportal.com](mailto:info@freshfruitportal.com) and update the information he or she previously provided to us. To prevent minors from improperly entering contests for which they are not eligible, we may require additional proof from people asking to change their birth date information. Information you provide to Freshfruitportal.com may be stored by us for an indefinite time. This information includes the registration data as well as information provided in conjunction with various membership services, contests or features available on Freshfruitportal.com.

You can delete your Freshfruitportal.com membership account via email [info@freshfruitportal.com](mailto:info@freshfruitportal.com). By doing so, all but a transactional record of your membership account will be removed from our databases, though some records may remain on back-up media.

### **Remember the risks when you use the Internet**

You should know that when you voluntarily disclose personal information on the Freshfruitportal.com Web site (for example, in discussion forums), that information can be collected and used by others and may result in unsolicited messages from other people. While we do our best to protect your personal information, we cannot be responsible for information that you choose to publicly disclose. Further, you are solely responsible for maintaining the secrecy of any passwords or other account information. Although we make good faith efforts to store the information we collect in a secure operating environment that is not available to the public and to work with responsible third parties, we cannot guarantee complete security for your information.

In addition, our advertisers, content providers, partners and other Internet sites or services that may be accessible through Freshfruitportal.com have separate data and privacy practices that are independent of us, and we disclaim any responsibility or liability for their policies or actions. Please contact those sites directly if you have questions about their privacy policies.

### **International users**

By using Freshfruitportal.com or by registering for any of its services, you agree that Freshfruitportal.com may collect, use and transfer your personal information as described in this privacy policy, including transfers outside the country where you live. If you reside

in a country in the European Union or other jurisdiction that provides access rights under law, you may access your personal information or have it corrected or updated by going to your account information page and personally updating the information. In accordance with applicable law by contacting us. In some jurisdictions, you may be charged a reasonable fee for access to information.