

Privacy Policy

Effective Date: November 1, 2015

Nutricia North America, Inc. (“NUTRICIA”) provides this privacy policy to describe how we collect and use the information you provide to us through NUTRICIA-controlled websites and digital properties, including mobile applications (each a “NUTRICIA Property” and collectively “NUTRICIA Properties”) that link directly to this policy. Please read this policy to understand how we will treat the personal information that you give to us. Your use of any NUTRICIA Property constitutes your agreement to the terms of this Privacy Policy.

COLLECTION OF INFORMATION THROUGH NUTRICIA PROPERTIES

COLLECTION OF PERSONAL INFORMATION

You can visit and browse NUTRICIA Property without providing personal information about yourself. However, your choice not to provide personal information may impact your ability to participate in or use certain features of a NUTRICIA Property. You may choose to voluntarily disclose personal information about yourself. Personal information is your name, postal address, telephone number, and e-mail address. You may provide us with personal and other information in the following ways:

a. Sweepstakes & Contests

To participate in an online sweepstakes, we may require you to register and provide us with personal information and certain other information including a username and password. This Privacy Policy

applies to sweepstakes we may administer online including through Facebook and Twitter. We will use the information you provide us for purposes including administering the sweepstakes and purposes disclosed at the time of registration. You should carefully review the Official Rules of any sweepstakes or contest in which you participate. You may also choose to review the policies of the social media platforms on which any of our sweepstakes or contests may run, such as Facebook or Twitter, as they may contain additional important and applicable information.

b. Promotional Emails

Through various NUTRICIA Properties, you can request to receive promotional emails from us. We may also ask if you want to receive such promotional emails from us during a sweepstakes or promotion registration process or other features on a NUTRICIA Property. If you want to receive our promotional emails, you will be asked to provide certain personal information and areas of interest so that we can fulfill your request. If you would like to stop receiving such promotional emails, please refer to the opt-out provisions within the email.

c. Digital Communities and Applications (e.g., mobile apps)

To participate in a digital community or use a digital application, we may require you to register and provide us with certain personal information and other information (e.g., photos you upload to a NUTRICIA Property). We may use the information you provide us and information about your activities while using digital communities or digital applications for purposes that include monitoring and operating the online community or application; conducting research; responding to your requests, questions or concerns; and providing you with relevant content and advertising. For digital communities or applications that offer public forums, you should exercise caution in determining what information you post and keep in mind that any information you post is available to be viewed by the public.

NUTRICIA cannot prevent further disclosure of information from your public posts and is not responsible in any way for such use of the information. You should carefully review the Terms of Use of any online community or application you participate in as they may contain additional important information.

When you register and use certain NUTRICIA Properties and digital communities or applications, you may also voluntarily provide us with sensitive health related information about you. For instance, if you register to use our Souvenaid app, you may elect to provide information about yourself or a family member like age, height, and weight, which is used to tailor and manage your personalized program. We may use this information to provide you with tailored content and offers for products and services. You may also choose to provide us with information about your or your family's medical history, care, or conditions, which is used to tailor the service offered. With your permission, we may use this information to provide you with tailored product offers. Please note that NUTRICIA is not a covered entity as defined by the Healthcare Insurance Portability and Accountability Act ("HIPAA"). The information you provide to NUTRICIA about yourself or a family member will not be subject to the terms of HIPAA as result.

d. Purchases

When you purchase goods or services through NUTRICIA Properties, you may provide your billing information, credit or debit card number, and other information needed to complete your transaction. NUTRICIA uses third parties for billing and payment processing and your personal and billing information as well as your credit or debit card number will be shared with these third party service providers for billing and payment processing purposes.

e. Surveys

Through various Digital Properties, we may request that you complete a survey or questionnaire. We may use this information to personalize

your experience and to tailor the content and advertising we provide to you.

f. Contacting Us

If you contact us with a question or comment, we may ask for personal information, along with your feedback, so that we can properly address your concern.

USE AND DISCLOSURE OF PERSONAL INFORMATION

In addition to the specific purposes described in this policy, we may use the personal information you provide us for purposes including to respond to your inquiries and requests, provide you with information on our products and services and those of third parties that we think may be of interest to you, and for our own business purposes. We may share personal information with our parent, affiliates, and/or subsidiaries for the same purposes. We may also combine this information with other data (e.g., demographic data) provided to us by other companies.

We may use and share your personal information with third parties for purposes including:

- Help us maintain and operate our website (including via third party hosting services) or for other reasons related to the operation of our own business or marketing.
- Ensure any registration process has been properly executed and, if necessary, verify your identity.
- Share this information with our agents and service providers so that they can perform some business function for us (e.g., processing credit card transactions).

- Administer a sweepstake, contest, joint promotion, or other partnership with a third party.
- Complete your purchases and related transactions.
- Contact you with product updates or other promotional notices and information about NUTRICIA and its affiliates.
- Provide relevant online content and advertising.
- Respond to your questions, inquiries, comments and instructions and to retain such requests as part of our consumer affairs database.
- Help prevent fraud or imminent harm and maintain the security and integrity of our systems.
- Monitor online communities or applications.
- Perform research including sharing data with academic institutions to conduct research.
- Aggregate non-personal information (including demographic) with third parties outside of NUTRICIA for marketing purposes.
- Conduct market research and product development.
- Comply with legal process, including an authorized subpoena, governmental request or investigation, or as otherwise required

by law.

- Complete a corporate transaction. We may sell, buy, or transfer corporate assets including through a bankruptcy proceeding, and in such transactions information about consumers may be one of the transferred business assets. Also, in the event that our website, company, or substantially all of its assets are merged or acquired including through bankruptcy, personal information may be one of the assets transferred in such an event.

COLLECTION AND USE OF NON-PERSONAL INFORMATION

When you visit a NUTRICIA Property certain information about your visit may be automatically logged, including the Internet Service Provider and IP address through which you access the Internet, the date and time you access our site or applications, mobile device identifier, the pages you access, the Internet address of the website, if any, from which you directly accessed our site, and the location of device used to access a NUTRICIA Property. We use this information to improve your experience, operate our site, for marketing and advertising, and for other operational purposes. We may share this information with our parent, affiliates, and/or subsidiaries for the same purposes.

When you visit NUTRICIA Properties, we may set a “cookie,” “pixel,” or similar technology on your browser or device. A cookie is a small piece of data that is set on your Web browser that allows websites to distinguish between visitors, analyze traffic patterns through our NUTRICIA Properties, personalize your experience, and for advertising and other purposes.

We also use “pixels,” or transparent images, to help manage online advertising. These pixels are provided by our ad management partners. These files enable us or our partners to recognize a cookie

on your Web browser, which in turn enables us to learn which advertisements bring users to our website.

DIGITAL ADVERTISING & CHOICE

To provide you a more relevant and interesting experience, NUTRICIA may work with third party companies to display ads on the NUTRICIA Properties and elsewhere on the Internet. These companies may use cookies (a small text file), pixels, or similar technologies that are placed in browsers or integrated into applications to gather information about your visits to or use of a NUTRICIA Property as well as your visits elsewhere on the Internet. These companies use this information to provide you more relevant advertising known as interest-based advertising. Some of these companies may be participants in the Digital Advertising Alliance (“DAA”). The DAA offers a choice mechanism with respect to certain types of data collection and use in web browsers. Visit www.aboutads.info to exercise choice with respect to participants of the DAA. In addition, some companies participating in the DAA may also collect data from our applications and others that you use. You can exercise choice with respect to these companies via DAA AppChoices, which is available from the major app marketplaces. You may also be able to use your device settings to help limit data collection for interest-based advertising. For iOS devices, you may be able to set “ad limit tracking.” Please [click here](#) to learn more information. You may be able to opt-out of interest-based ads on Android via your device settings: open your Google Settings app > Ads > Enable “Opt-out of interest-based advertising”.

If you change computers or browsers, use multiple computers or browsers, devices, delete your cookies, or reset your device ad-identifier, you may need to repeat this process for each computer, device, and browser.

ANALYTICS

We use Google Analytics and other analytics providers to better understand how visitors interact with NUTRICIA Properties so that we can improve visitors’ experience visiting NUTRICIA Properties. These

services provide non-personal information including but not limited to web pages you visit, the date and time of visits, where visitors came from, and where visitors went when they left this site. To learn more about these types of services and how to opt out of data collection by Google Analytics [click here](#).