

# Privacy Statement

This Privacy Statement (the “**Policy**”) is applicable to [www.mealsatease.com](http://www.mealsatease.com) (“Website”), which site is the responsibility of Topco Associates, LLC (“Topco”). Topco can be contacted by mail at 150 Northwest Point Blvd., Elk Grove, IL 60007, by phone at 1-888-423-0139, or by e-mail at [consumerservices@topco.com](mailto:consumerservices@topco.com). The Web server on which this Website is housed is owned and maintained by Topco Associates, LLC. The following Policy applies to the Website.

## **1. Collection of Personal Information from Site Visitors**

Topco automatically collects and/or tracks (1) the home server domain names, e-mail addresses, type of client computer, and type of Web browser of visitors to Topco's Website, (2) the e-mail addresses of visitors that communicate with Topco via e-mail, (3) information that you voluntarily provide such as your name, address, phone number, place of birth, date of birth, nationality, gender, educational and work experience, and e-mail address and (4) user-specific information on what pages visitors access.

Non-personal information and data may be automatically collected through the standard operation of Topco's internet servers or through the use of “cookies.” Cookies are small text files a web site can use to recognize repeat users, facilitate the user's ongoing access to and use of the site and allow a site to track usage behavior and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto a user's system and damage files. Generally, cookies work by assigning a unique number to the user that has no meaning outside the assigning site. Users should be aware that Topco cannot or does not control the use of cookies or the resulting information by advertisers or third parties hosting data for Topco. If a user does not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the user to deny or accept the cookie feature; however, users should note that cookies may be necessary to provide the user with certain features (e.g., customized delivery of information) available on Topco's site.

## **2. Use of Personal Data Collected**

Personal data collected by Topco may be used by Topco for editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of users' behavior, for product development, for content improvement, to inform advertisers as to how many visitors have seen or clicked on their advertisements, and to customize the content and layout of Topco's site. **Topco may use the information you provide about yourself to fulfill your requests for our products, programs, and services, to respond to your inquiries about our offerings, or offer you other products, programs or services that we believe may be of interest to you.** Data on visitors' home servers is aggregated for internal review and then discarded. Names, postal and e-mail addresses, and phone numbers collected may be added to Topco's databases and used for future calls and mailings regarding site updates, new products and services or upcoming events.

## **3. Disclosure of Personal Data to Third Parties**

Topco will not obtain visitor's consent before posting collected data on Topco's Website, or sharing or otherwise disclosing data to third parties. Topco will only disclose to third parties information knowingly and voluntarily disclosed by visitors. **Topco may use or disclose the information you provide about yourself to our contractors, agents and suppliers to fulfill your requests for our products, programs, and services or in connection with the operation of this site. We may disclose personally identifiable**

information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request.

#### **4. Opt-Out Page**

Visitors may opt out of having their personal information collected by Topco, used by Topco for secondary purposes, disclosed to third parties or used by Topco or third parties to send promotional correspondences to the visitor, by contacting Topco.

#### **5. Access to and Ability to Correct Personal Data**

Upon request, Topco will use reasonable efforts to allow users to update/correct personal information previously submitted which the user states is erroneous to the extent such activities will not compromise privacy or security interests. Also, upon a user's request, Topco will use commercially reasonable efforts to functionally delete the user and his or her personal information from its database; however, it may be impossible to delete a user's entry without some residual information because of backups and records of deletions.

If you voluntarily disclose personally identifiable information on message boards or in chat areas, that information can be viewed publicly and can be collected and used by third-parties without Topco's knowledge and might result in unsolicited messages from other individuals or third-parties. Such activities are beyond the control of Topco's Website and this Policy.

#### **6. Collection of Personal Data from Children**

Topco's Website is not intended for or marketed to persons under the age of 18. Topco does not collect or post information from children under the age of 13 ("children"). In the event that Topco did collect or post information from children, it would not do so without their parent's or guardian's consent. Topco does not and will not provide any personally identifying information collected from children, regardless of its source, to any third party for any purpose whatsoever. In the event a child submits information to Topco's Website, the child's parent or guardian will receive an e-mail alerting them to the child's registration and providing instructions on how the parent could delete the child's registration, if so desired. Children are not allowed to participate in contests. No information collected from children is used for any marketing or promotional purposes whatsoever, either inside or outside Topco. Topco encourages parents and guardians to spend time online with their children.

#### **7. Topco's Right to Contact User**

Topco reserves the right to contact site visitors regarding privacy policy, or any other policies or agreements relevant to site visitors.

#### **8. Topco's Right to Change Privacy Policy**

This Policy is effective as of March, 2015. Topco reserves the right to change this Policy at any time by notifying users of the existence of a new privacy statement. This Policy and the statements contained herein are not intended to and do not create any contractual or other legal rights in or on behalf of any party.

#### **9. Effect of Use of Website**

By using this Website, you signify your assent to this Policy. If you do not agree to this Policy, please do not use the Website. Your continued use of the Website following the posting of changes to these terms will mean you accept those changes.

This Policy shall be construed and governed by the laws of the State of Illinois, without regard to its principles of conflict of laws. You agree that any legal action or proceeding in connection with the Website, its contents, or this Policy shall be brought in the Circuit Court of Cook County, Illinois, or, if the jurisdictional prerequisites exist, in the United States District Court for the Northern District of Illinois, Eastern Division, and you expressly waive any objection to the jurisdiction or venue of such courts.