



Privacy Statement

Backyard Brands Inc. respects your online privacy, and has created this Privacy Statement and Policy in order to let you know of our commitment to safeguarding your personal information and protecting its confidentiality. You will not be required to identify yourself or reveal any personal information in the use of our site, however if you choose to provide personally identifiable information, we will collect only what is necessary to administer our business, and use it only to support your customer relationship with us.

To facilitate navigation, this site may contain links to other sites. We will make every effort to link only to sites that share our high standards and respect for privacy, however, we are not responsible for the content or the privacy practices employed by other sites.

A. Basic Statement: Backyard Brands Inc. collects personal information from our visitors on a voluntary basis only. The individual information we collect is used only to facilitate the on line experience through enhanced navigation or to suggest areas in which we may improve the structure and content of the site. We do not sell, rent or transmit personal information to other organizations.

B. Cookie technology: Backyard Brands Inc. may employ "cookie" technology to help visitors move faster through the site. When you enter our site, a cookie is directed to your computer. A cookie is a string of information that's sent by a Web site and stored on the hard drive or temporarily in your computer's memory. This leads to quicker navigation and a generally more positive experience searching for the information you desire.

C. Collection and Use: Our web server tracks and collects general information about your visit to our website. These statistics are collected only to determine the number of daily visitors to our site, the daily requests for particular files, the types of browsers our visitors use, the visitors' domain names, and countries of origin. This data helps us to customize our website to better meet your on-line needs.

Backyard Brands Inc. has no intention of collecting any personal information from children under the age of 13. Children under 13 should not submit personal information without the consent and guidance of a parent or legal guardian.

D. Storage and Access: All personal information you provide to Backyard Brands Inc. is secured on our server with restricted access. We reserve the right to use agents, who are bound by strict confidentiality guidelines, to perform storage and processing functions. Only designated employees or agents who need to carry out legitimate business functions are permitted to view your personal data.

E. Disclosure: Because Backyard Brands Inc. considers the individual information we maintain to be confidential, our policy is to disclose no personal information to third parties unless we believe in good faith that the release is required by law or is pertinent to judicial or government investigations or proceedings.

If you have any questions about the Backyard Brands Inc. Privacy Statement and Policy, or would like any personal information you have voluntarily submitted through this site to be modified or removed, please contact our customer service department. We reserve the right to change this Privacy Statement and Policy at any time, with or without notice.

