Privacy Policy

Last revised 03/05/10

This site is owned and operated by SupHerb Farms. We at SupHerb Farms recognize that you are concerned about your personal privacy.

This Privacy Policy is provided to inform you of what personal information is collected on our websites and how that information is maintained and used by SupHerb Farms. This Privacy Policy applies to all information collected or submitted on www.supherbfarms.com, www.supherbingredients.com, www.supherbfoodservice.com, www.supherbing.com, www.supherbfsv.com, www.sfingredients.com, www.sffoodservice.com, www.supherbfarm.com, and www.superbfarms.com,

This Privacy Policy is current as of the effective date set forth above. SupHerb Farms reserves the right to change this Privacy Policy as our practices may change, so we encourage you to review the privacy policy from time to time.

Information We Collect. You do not need to provide any personal information to access our websites except to view certain proprietary documents. The information we collect may include, but is not limited to, your name, title, employer, and business contact information.

How We Use Your Personal Information. We may use the information you provide on our website to send you periodic email updates about our company and products or to send you newsletters and recipes. You may opt out of receiving these communications at any time by clicking on the opt-out link located in each email we send. We maintain login records related to the viewing of certain proprietary documents on our sites and may share that information with our sale representatives and brokers.

Supplementation of Information. We may on occasion supplement the personal information you provide to us with information from third party sources. We may also obtain publicly available data from third parties and use it to supplement our existing user database to better target our advertising and to provide pertinent offers in which we think you might be interested.

Log Files. As is true of most websites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type (such as Internet Explorer or Firefox), internet service provider (ISP), referring/exit pages, the operating system you may be using (e.g., Windows XP or Mac OS), a date/time stamp of when you visited our site, and click-stream data.

We use this information, which does not identify individual users, to analyze aggregate trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

Disclosure of Personal Information. Except as provided in this policy, we will not disclose personal information about you without your prior consent or for a purpose other than the primary purpose for which we received it (e.g., to view documents). Like many companies, however, we may share aggregate information about people who use our site (for example, the number of people who visited our site or viewed certain documents) to business partners and other third parties. We may also share login records regarding customers who access proprietary documents on our site with our sales representatives and brokers.

Compliance with Law. Under certain circumstances, it is possible that personal information may be subject to disclosure pursuant to judicial or other legal requirements, such as warrants, subpoenas or court orders. SupHerb Farms will comply with any court order or other legal process and will provide your

personal information if required in any legal proceeding. We also may release personal information when we believe in good faith that such release is appropriate to protect the rights, property or safety of SupHerb Farms our users, employees, or others. This may include, for example, exchanging information with other organizations for fraud protection and/or credit risk reduction.

Security. SupHerb Farms' website employs appropriate security measures which are designed to prevent the loss, misuse, unauthorized access, disclosure, alteration or destruction of personal information.

Note to Parents. We do not knowingly collect personal information from children. If you are under the age of 18, please do not use this site. Parents may have information related to their children deleted from our database and refuse to permit further collection or use of the child's information.

Links to Other Sites. This website may contain links to other sites that are not owned or controlled by SupHerb Farms. Please be aware that we are not responsible for the privacy practices of these other sites. We provide links to third party websites as a convenience to our site visitors. These links are not intended as an endorsement of or referral to the linked websites. The linked websites have separate and independent privacy statements, notices and terms of use, which we recommend you read carefully. We do not have any control over such websites, and therefore we have no responsibility or liability for the manner in which the organizations that operate such linked websites may collect, use or disclose, secure and otherwise treat your personal information.

How to Contact Us: If you have any questions about this privacy policy, or the website overall, please contact us:

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