

Privacy Policy

KRAFT FOODS PRIVACY POLICY

This website is owned and operated by Kraft Foods Danmark ApS, subsidiary of Kraft Foods Inc ("Kraft"). Here at Kraft, we recognize that many visitors to our site are concerned about the information they provide to us, and how we treat that information. So we've developed this Privacy Policy to address those concerns. We may update this Policy from time to time, so please check in regularly.

TYPES OF INFORMATION WE COLLECT

At our site, we collect both personally identifiable information and aggregate information.

Personally-identifiable information relates to an individual - e.g., name, address, telephone number, picture, email address, etc. We only collect personally-identifiable information from individuals who provide it to us voluntarily and knowingly, such as by registering at our site, or by providing name and address information and requesting follow-up contacts from us. We don't require you to register or provide this information to us in order to view our site or have access to its content.

Aggregate information relates to such things as how many consumers visit the site, which pages they access, what information they download, the type of web browser and operating system you use, the name of your Internet Service Provider (e.g., Tele2), and so on. When you visit our site, we automatically collect this information, and combine it with similar information collected about all other visitors. This information does not enable us to identify you as an individual. By collecting this information, we learn how to best tailor our website to our visitors.

HOW INFORMATION IS COLLECTED

As we noted above, personally identifiable information is collected from you directly and with your knowledge. Thus, when you register on the site, we collect the information you provide. When you enter a promotion, we collect the information needed for you to participate and for us to fulfil our obligations to you. When you email us, we collect the email address you supply, so that we can respond.

We also collect aggregate, non-personal information on an ongoing basis when you view our website. The collection of this non-personal information is done either through "cookie" technology or with "web beacons" (also called 'single-pixel gifs'), as explained below.

COOKIES

WHY WE USE COOKIES

Like many companies, we use "cookie" technology on and off of our website. Cookies are pieces of information that a website transfers to an individual's hard drive for purpose of keep-

ing records. They enhance your online experience by saving your preferences while you are visiting a particular site. The data is only used in the aggregate and the cookies do not contain any personally-identifiable information and cannot profile your system or collect information from your hard drive.

When you view our website we may place a "cookie" on your computer. Temporary cookies are used for purposes such as counting the number of visits to our sites. These temporary cookies are eliminated when you exit your browser. A permanent cookie may also be stored on your computer by your browser. When you log in, this type of cookie tells us whether you've visited us before or if you are a new visitor. The cookie doesn't obtain any personal information about you or provide us with any way to contact you, and the cookie doesn't extract any information from your computer. We do use the cookie to help us identify site features and information in which you have the greatest interest, so that we can provide more of what you may want.

The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Remember, though, that cookies allow you to take full advantage of all of Kraft's newest website features.

More information about cookies may be found at www.allaboutcookies.org.

DISABLING/ENABLING COOKIES

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of our site if cookies are disabled.

WHAT CAN I DO TO MANAGE COOKIES STORED ON MY COMPUTER?

There are a number of ways to manage cookies. If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.

Some modern browsers have a feature that will analyse website privacy policies and allow a user to control their privacy needs. These are known as "P3P" features (Privacy Preferences Platform).

You can easily delete any cookies that have been installed in the cookie folder of your browser.

For example, if you are using Microsoft Windows Explorer: Open 'Windows Explorer'

- Click on the 'Search' button on the tool bar
- Type "cookie" into the search box for 'Folders and Files'
- Select 'My Computer' in the 'Look In' box

- Click 'Search Now'
- Double click on the folders that are found
- 'Select' any cookie file
- Hit the 'Delete' button on your keyboard

If you are not using Microsoft Windows Explorer, then you should select "cookies" in the "Help" function for information on where to find your cookie folder.

MORE ABOUT COOKIES

WHAT ARE SESSION COOKIES USED FOR?

Websites typically use session cookies to ensure that you are recognised when you move from page to page within one site and that any information you have entered is remembered. You can choose to accept session cookies by changing the settings in your browser - for more information, please go to the manage cookies section of www.allaboutcookies.org.

- They can only be accessed by site that placed them on your machine.
- A small piece of information that is temporarily stored in your computer's memory, not on your computer's hard drive.
- Do not capture any information that identifies you personally.
- Store information about your browser session.
- Destroyed as soon as you log out of the web site, close your browser, or are inactive for a specified length of time (often 20 minutes).

WHAT ARE PERSISTENT COOKIES USED FOR?

A persistent cookie enables a website to remember you on subsequent visits, speeding up or enhancing your experience of services or functions offered.

For example, a website may offer its contents in different languages. On your first visit, you may choose to have the content delivered in French and the site may record that preference in a persistent cookie set on your browser. When you revisit that site it will use the cookie to ensure that the content is delivered in French.

A demonstration from www.allaboutcookies.org showing how a persistent cookie might be used.

You can decide whether to allow your browser to accept these types of cookies by changing the settings. For more information, please go to the manage cookies section of www.allaboutcookies.org.

- Persistent cookies are stored on the user's machine so that a site can recognize them upon returning to it, and also so the user can be tracked across sites.
- Depending on the cookie configuration they can be accessed by other sites too.
- A small piece of information that is permanently stored on the computers hard-drive, not in your temporary memory.

- Captures information that could identify you personally (via an ID).
- Can be set to expire at any given period of time or never.
- Can be cleared by the user manually by deleting cookies from their machine.

WEB BEACONS

Web beacons are Internet instrumentation that helps us to determine, for instance, whether a page has been viewed. When you ask us to send you information on a promotion or newsletter, we may use web beacons to determine how many of the emails we sent were actually opened. In general, any electronic image viewed as part of a web page, including a banner ad, can act as a web beacon.

Third party advertising networks that serve ads onto any Kraft website may use cookies and/or web beacons in their advertisements. Kraft retains no control over these third party cookies and/or web beacons and does not have access to whatever information they may collect on behalf of the third party. To learn more about third party advertising networks and their privacy policies, click here <http://www.networkadvertising.org/>. In addition, Kraft may use cookies and/or web beacons when Kraft advertises on other companies' websites. Any information we gather in this way will be governed by this Privacy Policy.

COMPETITIONS, FREE PRIZE DRAWS AND PROMOTIONS

Our site sometimes includes notices of promotions we are conducting, and we may permit you to enter electronically in some cases. If that occurs, we will use the information you provide for the purpose of conducting the promotion (e.g., to contact you if you're a winner). Within a reasonable time after the conclusion of the promotion, the personal information will be deleted from our database, unless you've agreed to permit us to keep it and use it to contact you again.

QUESTIONNAIRES AND SURVEYS

We may occasionally ask visitors to complete surveys and opinion polls about their attitudes and interests. Surveys help us to understand your needs. If sample answers to surveys are posted on the website, no personally identifiable information will be included. If you participate in one of our surveys, you can be assured that we do not maintain any personal information about you in our databases as a result of the survey.

HOW WE USE YOUR PERSONAL INFORMATION

If you specifically agreed to follow-up contacts by us or asked to be put on our mailing list when you registered, we may contact you from time to time. For example, we may send you marketing or promotion materials; we may respond to your comments or requests for information; or we may contact you if needed in the course of processing a product or service you requested through our website.

In the email section of our site, we ask for some personally-

identifiable information, such as your name and phone number. We use this information only if we need to contact you directly because our attempts to contact you by email were unsuccessful. We don't use your email address for any purpose other than responding to the message you've sent, unless we have your permission.

We also use personal information about you to improve our marketing and promotional efforts; to statistically analyse website usage; and to improve our features and content. We may also use your personal information to deliver content that is customised to your interests as we best understand them from the information you've provided to us and your activities on the site. This customised content may include such things as recipes, banners, product information, and promotions. We do not collect personal information automatically, but we may combine non-personal information collected automatically (through cookies) with your previously submitted personal information.

Kraft's primary goal in collecting personal information is to give you a meaningful and customised experience while you are using our websites and interactive services.

THIRD PARTIES WHO PROVIDE SUPPORT SERVICES TO KRAFT

In the course of doing business, we employ other companies and individuals to perform a variety of functions on our behalf. For example, we hire agencies to help administer consumer promotions, to analyse data, to fulfil orders you place, and to provide customer service. These agents may have access to personal information if it is needed to perform their functions for Kraft; however, they are prohibited from using it for other purposes and they are required to maintain the information in confidence.

DATA SHARING AND TRANSFER

We do not sell, transfer, or disclose the personally identifiable information we gather at our website to third parties without your prior consent. There are some limited exceptions to this rule: We will disclose information in cases where we are permitted or required to do so by law, for example where it is necessary to investigate or prevent a crime; and may disclose information to third parties who provide support services to us, as described and on the conditions specified above.

There may be times when we share aggregate information about our visitors (for example, the percentage of male and female visitors to our site) with advertisers, business partners, sponsors, and other third parties in an effort to customize or enhance the content and advertising of our site for our users. We may also aggregate data from web log files (such as your web browser, operating system, pages visited, etc.) to understand how users navigate the site and what features are most popular.

LINKS TO OTHER KRAFT SITES

This site may provide access to other Kraft websites. You should check the site policies applicable to such websites as

given differences in application and functionality the Terms of Use and Privacy Policies may be different.

LINKS TO OTHER SITES

Kraft does its best to make sure that every link on our website sends you to a helpful place on the Internet. However, websites and addresses change quickly, and Kraft cannot guarantee the content of every site to which we provide a link. In addition, different websites have different privacy policies. You should always check the privacy policy of the specific site you're visiting to understand your rights. The site may provide access to other worldwide websites which Kraft may not own or control. Where Kraft does not own or control these sites you access them solely at our own risk. Kraft also does not endorse or approve any products or information offered at third party sites you reach through this site. Check the Uniform Resource Locator (URL) address provided in your web browser to determine if you are still in this Kraft Foods site or have moved to another website.

CHOICE AND CONTROL

You are ultimately in control of the personally identifiable information you provide to us on our site. For example, you can always change your preference for follow-up contacts just by emailing the Online Team at the address listed below or by changing the information in Your Profile section of the site. Or, if you prefer, you can cancel your registration altogether and we will take prompt steps to remove your personally-identifiable information from our database. email the Online team at the address listed below if you wish to take this action.

IMPORTANT NOTE TO CHILDREN

Before providing your name, address, e-mail address, or any other personal information to anyone on the Internet, be sure to ask your parents if it's OK.

CHILDREN'S PRIVACY POLICY

We do not collect personally identifiable information from children for the purpose of building a database.

We may from time to time offer promotions in these areas of our website, such as a competitions or free prize draws. In those cases, we may permit the child to enter with the permission of his/her parent or guardian. If the parent permits the child's participation in the promotion and the child wins, we contact the parent (not the child) for further personal information needed for any prize delivery. We do not use the child's personal information for any purpose other than administration and completion of the promotion, we do not use the information to build a database and we do not share the information with third parties (other than support service companies as described above or business partners with whom we are clearly running the promotion). We delete both the child's and the parent's personal information from our database within a reasonable time after the conclusion of these promotions, unless the parent has given permission for us to retain the information in our files.

We also might permit a child to send us an email, or to send an email to a friend through our site. We will respond to or deliver these emails, but we do not store the names, email addresses, or the emails themselves in our operational database. We do not maintain this information, nor do we share it with third parties (other than support service companies as described above).

Upon proper identification, any parent can review any personal information we have collected from their child, if we are still maintaining the information in our operational database. They may also request that the information be deleted from our database, and refuse to permit further collection or use of their child's information. If you are a parent and wish to exercise these rights, please contact the Online Team as described below.

HOW TO CONTACT US

If you have any questions about our Privacy Policy, you can contact us at:

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(8.30am – 4 pm Monday to Friday.)

We'll be happy to answer your questions or hear your comments or concerns.

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