

Just Born Privacy Policy

www.marshmallowpeeps.com (the "Site") is owned and operated by Just Born, Inc. ("Just Born"). Just Born's policy is to respect and protect your privacy. Please read the following to learn about Just Born's privacy practices. A COPY OF THIS PRIVACY POLICY MAY BE DOWNLOADED, STORED OR PRINTED by clicking [here](#).

In addition, please read about our [Children's Privacy Policy](#) to learn more about how we collect, use and treat personally identifiable information from children under the age of 13, which may vary from the practices described below.

What this Privacy Policy Covers

This Privacy Policy covers Just Born's online collection, use and treatment of personally identifiable information on this Site from users 13 and older. This Privacy Policy does not apply to other web sites, the practices of companies that Just Born does not own or control, or to people that Just Born does not employ or manage.

Information Collection and Use

Just Born may collect personally identifiable information from you in connection with various activities on this Site, such as: Recipe and Craft submissions; online shopping or other on-line transactions; promotions, sweepstakes and contests; registration for membership in fan clubs; e-mail; and sending of on-line cards. Just Born may use the collected information for the following purposes: notify contest winners; fulfillment of prizes; responding to your requests; fulfilling fan club registrations and orders; billing purposes; contacting you if we have problem processing or fulfilling registrations requests and orders; mailing of promotional and other material to people who contact us; tracking/verifying compliance with our policies, as well as with federal, state and local laws; protecting the interests or safety of Just Born or other fan club members or visitors to the Site; and for internal marketing and monitoring purposes.

Registration for PEEPS® Fan Club

When you register for the PEEPS® Fan Club, we ask for your name, address, zip code, telephone number, e-mail address, gender, and birth date.

As a PEEPS® Fan Club member, you will have access to PEEPS® e-cards. To send a PEEPS® e-card, we will ask you for your name and e-mail address, as well as the name and e-mail address of the person to whom the card is being sent.

As a PEEPS® Fan Club member, we may contact you with information we think you would be interested in. If you do not want to receive this information, please tell us not to send you information when you complete registration. Email messages will also provide you with an opportunity to opt-out of receiving this

information. Please note that changes to your preferences may not be effective immediately.

As a PEEPS® Fan Club member, you will also have the option of participating in our public forums (“Official PEEPS® Message Board”), forums for PEEPS® fan club members to share their photos, recipes, crafts, memories and enthusiasm for PEEPS® products with other consumers. Anyone can view these posts, however, to submit a post, consumers must first register for the PEEPS® Fan Club. Consumers will be asked to create a username as an identifier for the forum. The username is a unique name created by the member and does not have to be personally identifiable to the member. Your username will be posted publicly on the Site in connection with the messages you post.

For the protection of all participants, these forums are monitored and all posts must be approved prior to appearing on the Site for public viewing. Posts that contain inappropriate, offensive or otherwise irrelevant information to the topics categories will not be posted in the forums.

Please remember that any information that you disclose in these areas becomes public information and you should exercise caution when deciding to disclose your personal, financial or other information. You use our public forums at your own risk.

Surveys & Contests

From time-to-time, this Site requests information from you in connection with surveys or contests. Participation in these surveys or contests is completely voluntary, and you therefore have a choice whether or not to disclose the requested information. Information requested may include name, address, zip code, telephone number, e-mail address, age, and gender.

Cookies

Just Born may set and access "cookies" on your computer. "Cookies" are pieces of information that a web site transfers to an individual's hard drive for record-keeping purposes.

Log Files

Just Born uses IP addresses to analyze trends, administer the Site, track the user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Sharing of Information with Third Parties

Just Born is the sole owner of the information collected on the Site. We do not intend to sell or rent your personally identifiable information to other companies or people, except as herein set forth. Just Born will share personally identifiable information about you with third parties under the following circumstances: when we need to share the information to provide a product or service you have

requested; when we need to share the information with companies who work on behalf of Just Born to provide services to us; when we need to share information to fulfill a contest, sweepstakes or promotion prize; when we respond to subpoenas, court orders or legal process; when we find that your action on our Site violates our Terms and Conditions of Use, or any of our usage guidelines for specific products or services; or in the event of a merger, acquisition, bankruptcy or transfer of assets. We may also disclose your information when we determine it is necessary to comply with applicable laws or protect the interests or safety of Just Born, Fan Club Members or visitors to the Site.

We may contract with a third party to provide specific services. When you sign up for these services, we will share names or other contact information that is necessary for the third party to provide these services. Such third parties are not allowed to use personally identifiable information, except for the purpose of providing the services in question.

We may share aggregated demographic information with our business affiliates and advertisers. This demographic information is not linked to any personally identifiable information that can identify any individual person.

We use, or may use, an outside shipping company to ship orders and a credit card processing company to bill users for goods and services. These companies do not/will not retain, share, store or use personally identifiable information for any secondary purposes.

Links

This Site contains links to other sites. Just Born is not responsible for the privacy policies of other sites not affiliated with Just Born. When you leave this Site, you should read the privacy policies of each web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by this Site.

Security

As your privacy is extremely important to us, we exercise great care in providing secure transmission of your information from your computer to our servers. Unfortunately, no transmission of data over the Internet can be guaranteed to be totally secure. Therefore, we cannot guarantee or warrant the security of any information you transmit to us, and you do so at your own risk. As soon as we receive your transmission, we make our best effort to ensure its security on our systems. If and when you transmit credit card information, we use industry standard, SSL (secure socket layer) encryption. Our Site is VeriSign certified.

Correction/Updating/Removal of Personal Information

If your personally identifiable information changes, you wish to review the personally identifiable information we have collected, or if you no longer desire your personally identifiable information to be contained in our data bank, you can

request such review, correction, update or removal of personal data by e-mailing our Consumer Relations Department at consumerrelations@justborn.com.

Changes to the Privacy Policy

Just Born may amend this Privacy Policy at any time. Any changes to our Privacy Policy will be posted on this page. Your continued use of this Site following any changes to the Privacy Policy will constitute your acceptance of such changes. We encourage you to check this page regularly.

Acceptance of Terms by User

By using this Site, you signify your consent to Just Born's Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Site. Your continued use of this Site following the posting of changes to those terms will mean you accept those changes.

Contact Us

When you want to e-mail us via the "Contact Us" link located on the Site, we ask for your name, address, zip code, telephone number, e-mail address, age and gender, as well as the comments you wish to e-mail to us.

If you have any questions concerning this Privacy Policy, you can contact us at:

Just Born
Attention: Consumer Relations
1300 Stefko Boulevard
Bethlehem, PA 18017-6672
(610) 867-7568
or you can e-mail us at: consumerrelations@justborn.com

Effective Date: **April 1, 2006**