



Privacy Policy

Near East Privacy Policy

Effective February 13, 2014

This Privacy Policy applies to the sites and apps where it appears.

This Policy describes how we treat personal information on the websites where it is located. It also applies to our mobile sites, applications, social media pages, emails, banner ads, and promotions.

We may change this policy from time to time. We will notify you of any material changes to our Policy as required by law. The most recent version of the policy will be posted here. Please check here often for updates.

What information we collect.

Contact information. We might collect your name and email address if you register on our site. We might also collect your phone number or mailing address. We might collect your friend's email address for our send-a-friend feature.

Information you submit or post. We collect the information you post in a public space on our site. We also collect information when you contact us.

Demographic information. We may collect information like your gender and birthdate. We may collect information about your product preferences. We might collect this when you contact us or enter a promotion. We may collect your zip code (for example, to help you find a store that sells our products.)

Other information. If you use our website, we may collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us. If you use our mobile app, we may collect your GPS location. We might look at how often you use the app and where you downloaded it.

How we collect information.

We collect information directly from you. We collect information if you sign up for emails, eNewsletter, enter our recipe box, enter a promotion or fill out an online survey. We also collect information if you contact us.

We collect information from you passively. We use tracking tools like browser cookies and web beacons. We also collect information from our mobile apps.

We may get information about you from third parties. For example, our business partners or social media platforms may give us information about you.

How we use information.

We use information to respond to your requests or questions. We may use your information to respond to your comments and questions, or to notify you if you win a contest or sweepstakes.

We use information to improve our products and services. We may use your information to make our website and products better. We might use your information to customize your experience with us. We may combine information we get from you with information about you we get from third parties.

We use information for security purposes. We may use information to protect our company, our customers, and our websites.

We use information for marketing purposes. For example, we might send you information about new products and special offers. We might tell you about new promotions, features or updates. These might be third party offers or products we think you might find interesting. We may also use push notifications on our mobile apps. To manage this, please click [here](#).

We use information to communicate with you about your account or our relationship. We may contact you about your account or feedback. We might also contact you about this Policy or our website Terms.

We use information as otherwise disclosed to you at the time we collect it.

We use information as otherwise permitted by law.

Sharing Information

We will share information within the PepsiCo, Inc. family of companies, if you give us permission. This includes Pepsi-Cola, Frito-Lay, Gatorade, Tropicana, and Quaker. This also includes future subsidiaries or affiliates. For a full list of PepsiCo brands and companies, visit <http://www.pepsico.com/Brands.html>.

We will share information with third parties who perform services on our behalf. For example, we share information with vendors who perform services for us. We may also share information with companies that operate our websites or run a promotion for us.

We may share information with joint promotion partners. Sometimes we conduct joint promotions with third parties. If you register for one of those joint promotions your

information may be collected by both Near East and the third party. Or, we may give you the option to have us share your information with the promotion partner. Your information will be used by us and/or by them as described in our posted privacy policies.

We will share information if we think we have to in order to comply with the law or to protect ourselves. We will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might also share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion.

We may share information with any successor to all or part of our business. For example, if part of our business was sold we may give our customer list as part of that transaction.

We may share information for other reasons we may describe to you.

We may share anonymous information. We may share information that does not identify a particular individual. We may share this information with advertisers, business partners or other third parties. For example, we may share how many men and women entered a contest.

Your choices about sharing and marketing practices.

You can opt out of receiving our marketing emails. To stop receiving our promotional emails from us, follow the instructions in any promotional message you get from us. You can also log into your account and go to the "My Profile" page to change your preferences. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions.

You can control cookies and tracking tools. Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. If you block or delete cookies on your browser, certain features on our sites may not work, and not all of the tracking described in this policy will stop. Some browsers have a "DO NOT TRACK" feature that lets you tell websites that you do not want your online activities to be tracked. These features are not yet uniform, so we are currently not set up to respond to those signals.

You can control tools on your mobile devices. For example, you can turn off the GPS locator or push notifications on your phone. Each push notification has an "unsubscribe" link.

Your California privacy rights.

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email, or write to us at the address listed below. Indicate in your letter that you are a California resident making a "Shine the Light" inquiry.

Our sites are not for kids.

Our sites and apps are meant for adults. We do not knowingly collect personally identifiable information from children under 13. If you are a parent or legal guardian and think your child under 13 has given us information, you can [contact us](#) to remove the information. Our contact information is listed below.

Parents, you can learn more about how to protect children's privacy on-line [here](#).

We use standard security measures.

The Internet is not 100% secure. We cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

We store information in the United States.

If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your country.

We may link to third party sites or services we don't control.

If you click on a link to a third party site, you will be taken to websites we do not control. This includes social media sites. This policy does not apply to the privacy practices of third party websites. Read the privacy policy of other websites carefully. We are not responsible for these third party policies or practices.

Feel free to contact us if you have more questions.

If you have questions about this Policy, please [contact us](#).

You can also write to us or call at:

Near East

P.O. Box 049003

Chicago, IL 60604-9003

1-800-822-7423

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