

## FOOD PERIODIC TABLE PRIVACY POLICY

**Effective Date:** January 1, 2022

**Last Updated:** March 28, 2022

This Privacy Policy describes the processing of Personal Information (defined below) that is provided, collected, or shared on the website [www.foodperiodictable.org](http://www.foodperiodictable.org) and any other sites, applications, social media pages, or other platforms that link to this Privacy Policy (collectively, the “Site”). It also describes your choices about the collection, sharing, and use of your Personal Information. The Site is operated and maintained by the American Heart Association, on behalf of the Periodic Table of Food Initiative (“PTFI,” “we,” or “us”).

### 1. Personal Information We Collect

We may collect a range of Personal Information via the Site. “Personal Information” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to you.

The types of Personal Information we collect may include:

- **Contact Information** – If you submit an inquiry, register for an account or newsletter, or provide information on our Site, we may collect your contact information. This may include your name, email address, professional interests, demographic information, and phone number.
- **Financial Information** – If you make any purchases through our Site, we will collect your financial information, including your name and payment information.
- **Location Data** – While navigating our Site your mobile device or browser may share your location data, both through WiFi and GPS. We will collect this information based on the settings of your phone and browser.
- **Usage Information** – When you use our Site, our servers may automatically record information, including your Internet Protocol address (“IP Address”), browser type, referring URLs (e.g., the site you visited before coming to our Site), domain names associated with your internet service provider, information on your interaction with the Site, and other such information.
- **Communication Information** – We may also collect certain other information from you, for example, the contents of your communications with us.

### 2. How We Collect Your Personal Information

- **We May Collect Your Personal Information Directly From You** – For example, if you send us an email or contact us using our web based forms.
- **We May Also Collect Personal Information From Third Parties** – For example, we may work with business partners, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.
- **Through Online Tracking Technologies** – We and our service providers may use cookies, device identifiers, and similar technologies such as pixels, web beacons, and local storage to collect usage and browser information about how you use the Site. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of the Site, to enhance your experience through personalization, and to help us better understand the features of the Site that you and other users are most interested in.

### 3. How We Use Personal Information

To the extent permitted by applicable law, we may use Personal Information to:

- operate the Site and provide support to our business functions;
- respond to your inquiries and send you information about the PTFI;
- protect against criminal activity, claims and other liabilities;
- support and personalize the Site and our advertising efforts;
- protect the security and integrity of the Site;
- provide customer support;
- the extent required for benchmarking, data analysis, audits, developing new products, enhancing the Site, facilitating product, software and applications development, improving the Site or our services, conducting research, analysis, studies or surveys, identifying usage trends, as well as for other analytics purposes;
- meet our contractual requirements;
- comply with applicable legal or regulatory requirements and our policies;
- market, advertise, and provide the Site and our services; and
- the extent necessary for any other lawful purpose for which the Personal Information is collected.

### 4. Sharing of Personal Information

We may share your Personal Information in the following circumstances:

- **For Legal Obligation or Safety Reasons** – When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of PTFI, its users, or the public against harm.
- **In the Case of a Merger or Sale** – If and when PTFI are involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business. Where legally required we will give you prior notice and if you have a legal right to do so, an opportunity to object to this transfer.
- **To Service providers** – When we hire a service provider to help operate the Site or our business, we may give access to Personal Information as necessary to perform the service. This may include service providers that operate our Site or send our communications.
- **To Business Partners** – We may share Personal Information with our trusted business partners. For example, we may share your Personal Information with a company when we co-sponsor a promotion or service. These partners and affiliates may use your Personal Information to, among other things, send you information or contact you about their services and products.

### 5. How Long Do We Keep Your Personal Information

We will retain your Personal Information for as long as necessary to fulfill the purposes for which it has been collected, as outlined in this Privacy Policy, or any longer retention period required by law.

## 6. How We Protect Your Personal Information

We use our commercially reasonable efforts to protect the confidentiality and security of Personal Information we process. However, despite these efforts to store Personal Information in a secure operating environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of Personal Information, we cannot guarantee that our security measures will prevent third parties such as hackers from illegally obtaining access to Personal Information.

## 7. Your Choices and Controls

Depending on where you live, you have the right to exercise certain controls and choices regarding our collection, use, and sharing of your Personal Information. To opt-out of marketing communications please email us at [pfti@heart.org](mailto:pfti@heart.org) or by following the instructions included in the email or text correspondence.

Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our services to you.

To exercise other rights with respect to your Personal Information, please contact us using the information in Section 14 below.

## 8. International Use of the Site

This Site is hosted in the United States. If you are visiting this Site from outside of the United States, please note that by providing your Personal Information it is being transferred to, stored, collected, or processed in the United States, where our data center and servers are located and operated.

## 9. Cookies and Other Technologies

We collect information about users over time through the Site by using several common types of cookies and other tracking technologies including log files, pixel tags, web bugs, web beacons, clear GIFs, Local Storage Objects (LSOs) such as HTML5 and Flash or other similar technologies to collect information about the ways you interact with and use the Site, to support and enhance features and functionality, to monitor performance, to personalize content and experiences, for marketing and analytics, and for other lawful purposes. We may also permit third parties that collect information in this way on our behalf and for their own purposes. Cookies are small files that download when you access certain websites. For more information about cookies visit: <http://www.allaboutcookies.org/>.

These cookies may be placed by us (first-party) or by a third party. These cookies may also be Flash Cookies. To learn how to manage privacy and storage settings for Flash cookies [click here](#). We may use cookies that are session-based or persistent. Session cookies expire when you close your browser or turn off your device. Persistent cookies remain on your device after you close your browser or turn off device.

We may use a variety of cookies:

Type of Cookies	Description
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Required	Required cookies are essential for the operation of the Site. They include, for example, cookies that allow you to access and use secure areas of the Site.
Performance	These cookies collect information about how you use the Site, including which pages you go to most often and if they receive error messages from certain pages.
Functionality	Functionality cookies allows the Site to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimize your use of the Site after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize.
Targeting or Advertising	<p>From time-to-time, we may engage third parties to track and analyze usage and volume statistical information from individuals who visit the Site. We sometimes use cookies delivered by third parties to track the performance of our advertisements. For example, these cookies remember which browsers have visited the Site. The information provided to third parties does not include Personal Information, but this information may be re-associated with Personal Information after we receive it.</p> <p>By way of example, as you visit the Site, advertising cookies may be placed on your computer so that we can understand what you are interested in. Our advertising partners then enable us to present you with retargeted advertising on other sites based on your previous interaction with the Site.</p> <p>Third parties, with whom we partner to provide certain features on the Site or to display advertising based upon your web browsing activity, use Flash cookies to collect and store information. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored.</p>

Most internet browsers accept cookies by default. You can accept, or block cookies by activating the setting on your browser that allows you to reject all or some cookies, or by changing your cookie preferences via the Site. The help and support area on your internet browser should have instructions on how to block or delete cookies. Some web browsers (including some mobile web browsers) provide settings that allow you to control or reject cookies or to alert you to when a cookie is placed on your computer, tablet, or mobile device. Although you are not required to accept cookies, if you block or reject them, you may not have access to all of the features available through the Site.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari web](#) and [iOS](#).

To find out more on how to manage and delete cookies, visit [aboutcookies.org](http://aboutcookies.org). For more details on your choices regarding use of your web browsing activity for interest-based advertising you may visit the following sites:

- [networkadvertising.org](http://networkadvertising.org)
- [optout.aboutads.info](http://optout.aboutads.info)
- [youradchoices.com](http://youradchoices.com)
- [youronlinechoices.eu](http://youronlinechoices.eu)

On a mobile device, you may also be to adjust your settings to permit or limit ad tracking.

## 10. Children's Privacy

We do not knowingly collect or solicit any Personal Information from children under the age of 16. In the event that we learn that we have collected Personal Information from a child, we will promptly take steps to delete that information. If you are a parent or legal guardian and think your child has given us their Personal Information, you can email us at [ptfi@heart.org](mailto:ptfi@heart.org) or contact us using the information listed in Section 14.

## 11. Links to Third-Party Websites

We are not responsible for the practices employed by any websites or services linked to or from the Site, including the information or content contained within them. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, since any Personal Information disclosed will be subject to the applicable third party's privacy policy.

## 12. Changes to this Privacy Policy

Please note that we may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you with an updated Privacy Policy if material changes are made. Unless otherwise indicated, any changes to this Privacy Policy will apply immediately upon posting to the Site.

## 13. Information for Individuals in the EU and UK

In accordance with European and UK law (collectively, the "GDPR"), individuals in the EU and UK may have additional rights relating to the collection and processing of Personal Information.

- *Basis for Processing*

Our legal basis for processing the Personal Information described in this Privacy Policy will depend on the Personal Information concerned and the context in which we process it. We process Personal Information from you:

- where we need it to perform a contract with you;
- where the processing is in our legitimate interests (including the purposes described, above, in *How We Use Personal Information*);
- where the processing is necessary for us to meet our applicable legal obligations; or
- if we otherwise have your consent.

- *Your Privacy Rights*

Depending on applicable law, you may have the right to:

- **Request access** to your Personal Information.
- **Request correction** of your Personal Information.
- **Request erasure** of your Personal Information. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your Personal Information.
- **Request restriction of processing** of your Personal Information.
- **Request the transfer** of your Personal Information to you or to a third party.

- **Withdraw consent** at any time where we are relying on consent to process your Personal Information.

If you wish to exercise any of these rights or would like further information, please contact us at [ptfi@heart.org](mailto:ptfi@heart.org) or write to us using the address in the “Contact Us” section below. Depending on the nature of your request, we may need to verify your identity.

Depending on where you are located, you may have a right to lodge a complaint with a supervisory authority or other regulatory agency if you believe that we have violated any of the rights concerning Personal Information. We encourage you to first reach out to us at [ptfi@heart.org](mailto:ptfi@heart.org) or using the address in the “Contact Us” section below, so we have an opportunity to address your concerns directly before you do so.

#### 14. Contact Us

If you have any questions about this Privacy Policy, or our privacy practices, please email us at [ptfi@heart.org](mailto:ptfi@heart.org) or write to us at:

Periodic Table of Food Initiative, C/O American Heart Association, Inc.  
7272 Greenville Ave.  
Dallas, TX 75231  
USA

If you are contacting us to exercise your rights with respect to your Personal Information as detailed in this Privacy Policy, we ask you to please adhere to the following guidelines:

- ***Tell Us Which Right You Are Exercising:*** Specify which right you want to exercise and the Personal Information to which your request relates (if not to you). If you are acting on behalf of another consumer, please clearly indicate this fact and your authority to act on such consumer’s behalf;
- ***Help Us Verify Your Identity:*** Provide us enough information to verify your identity. For example, provide us (at a minimum) your full name, address, and phone number. Please note that if we cannot initially verify your identity, we may request additional information to complete the verification process. Any Personal Information you disclose to us for purposes of verifying your identity will solely be used for the purpose of verification.
- ***Direct Our Response Delivery:*** Inform us of the delivery mechanism with which you prefer to receive our response. You may specify, for example, email, mail, or through your account (if you have one with us).

Please note that you don’t need to create an account with us in order to make a request to exercise your rights hereunder.