

## About Our Ads and Tracking

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### **We use common tracking technologies**

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We use several common tracking tools. Our vendors may also use these tools. These may include browser cookies. We may also use web beacons, flash cookies, and similar technologies.

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### **We use tracking technologies for a variety of reasons.**

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We—or vendors we have hired—use several common data collection technologies including cookies, pixel tags, and similar technologies. These technologies are used to understand the activities and behaviors of our consumers and website visitors. We use these technologies to collect personal information about users over time and across different Web sites when a you use this Web site or service. We also have third parties that collect personal information this way. We do this for many reasons, including the following:

- To recognize new or past customers.
  - To improve our website.
  - To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
  - To observe your behaviors and browsing activities over time across multiple websites or other platforms.
  - So we can better understand our audience, our customers, our website visitors, and their respective interests.
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### **We engage in interest-based advertising.**

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ConAgra Foods and its partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms.

Interest-based advertising includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies' products.

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### **How do we gather relevant information about you for interest-based advertising?**

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To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others.

We work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

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### **You can control tracking tools.**

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Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so we are not currently set up to respond to those signals.

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. To control flash cookies, which we may use on certain websites from time to time, you can go [here](#). Why? Because flash cookies cannot be controlled through your browser settings.

If you block cookies on your browser, certain features on our sites may not work. Also, if you block or delete cookies, not all of the tracking that we have described in this policy will stop.

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### **You can opt-out of online behavioral advertising**

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The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, [click here](#). Choices you make are both browser and device-specific.