

About Our Ads and Tracking

We Engage in Interest-Based Advertising.

Conagra Brands displays interest-based advertising using information you make available to us or our partners when you interact with us or our partners. For example, we might look at your purchases, response to advertisements, or browsing behavior. We might look at these activities on our websites or the websites of others. We work with third parties who help gather this information. This allows us to provide you with more useful and relevant ads on our websites and the websites of others.

You Have Options Over the Interest-Based Ads You See.

The Self-Regulatory Program for Online Behavioral Advertising provides consumers with the ability to opt-out of having their online behavior recorded by participating companies and used by them for advertising purposes. To opt out of having your online behavior collected by participating companies for advertising purposes, [click here](#).

The Digital Advertising Alliance also offers a tool for opting out of the collection by participating companies of cross-app data on a mobile device for interest-based advertising. To exercise choice for companies participating in this tool, download the AppChoices app [here](#). The DAA Opt-Out Page provides a tool that identifies its member companies that have cookies on your browser and provides links to those companies.

Please note that certain choices you make are both browser and device-specific, and even if you choose to remove your information (opt-out), you will still see advertisements while browsing online.

We Use Various Tracking Technologies.

Conagra Brands collects information about you over time and across different websites, devices and platforms when you use this website or service. We also have third party vendors and business partners that collect user information in this way. To do this, we use several common tracking tools, and our vendors and business partners may also use these tools. These may include, for example, browser cookies and device identifiers, as well as web beacons, flash cookies, and similar technologies.

“Cookies” are typically small files that are placed on your computer or device when you visit a website, and may be used to store a unique identification number tied to your computer or device. This allows you to be recognized as the same user across one or more browsing sessions, and across one or more sites.

“Web beacons” and similar technologies are tiny or transparent images that, for example, allow us and third parties to count the number of users who have visited a particular web page or to access certain cookies.

We use these tracking technologies for a number of business reasons, including for example:

- To recognize new or past visitors to our websites.
- To store your password if you are registered on our site.
- To better understand our audience, our customers, our website visitors, and their respective interests.
- To present more personalized content, to improve your website experience, optimize your shopping experience, and provide site and service enhancements.
- To serve customized advertising in which we think you will be interested.

We use Google Analytics to collect information about the use of the sites. Google Analytics provides information about how many users visit our sites, when they may visit, and how they navigate the sites

once they are on them. We may also use other Google Analytics tools, such as Demographics and Interest Reporting, which enables us to learn more about the characteristics and interests of the users who visit our sites. For information about how Google uses the information, see [Terms of Service](#) and the [Google Privacy Policy](#).

How to Control Cookies and Tracking Technologies.

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.

You can opt out of Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout>.

Our Do Not Track Policy: Some browsers have “do not track” feature that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are browser and device specific.

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