

FDA 2014 Food Safety Challenge PRIVACY POLICY

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By visiting the www.foodsafetychallenge.com site (referred to as “the Challenge website,”), you are agreeing to the terms of this privacy policy.

Any individual or team that submits an entry to the 2014 U.S. Food and Drug Administration (FDA) Food Safety Challenge (“the Challenge”) will collectively be referred to as “you,” “team,” “your,” “your team,” or “Entrant,” throughout this privacy policy. All entry information and submissions, including team and concept details, shall be collectively referred to herein as the “submissions” or each as a “submission.”

INFORMATION COLLECTED

FDA and Luminary Labs, LLC, may collect personal information about site visitors in order to conduct the Challenge. You may be asked to provide personally identifiable information (such as your name, email address, phone number, and mailing address) when using the website or making a submission to the Challenge. To enter the Challenge you will also be required to submit non-personally identifiable information including, but not limited to, the name of your concept, description of your concept, images representing your concept, and answers to specific questions posed on the submission form.

USE OF INFORMATION

FDA and Luminary Labs, LLC, may use personally identifiable information for the purposes of conducting and communicating about the Challenge.

THIRD PARTY SHARING

FDA may share your personally identifiable information with its agents in connection to the Challenge and the services that these individuals or entities perform. By submitting your information to us, you acknowledge that FDA may share your information with these parties as part of conducting the Challenge. FDA and Luminary Labs, LLC, may

also share your information with the following parties:

- **LEGAL:** As required by law, FDA and Luminary Labs, LLC, may share your information when legally compelled to do so. This may include to government entities or to third parties in response to subpoenas, court orders, or other legal processes. FDA and Luminary Labs, LLC, may also disclose personally identifiable information in order to protect and defend our legal rights, or defend against legal claims that have been, or may be brought against us. Additionally FDA and Luminary Labs, LLC, may share this information in order to protect the rights, property, or safety of you or another person. In this instance we may share your personally identifiable information with law enforcement or another entity we feel, in our judgment, may be able to protect you or the other person. Finally, should FDA or Luminary Labs, LLC, reasonably feel than any activities are unlawful we will report these activities to law enforcement.

SECURITY OF YOUR INFORMATION

Luminary Labs, LLC, takes appropriate measures to secure and protect the privacy of your information. All information will be housed on the secure servers of Luminary Labs, LLC's data storage provider. These servers are protected with generally available security technologies, including firewalls and data encryption.

TRACKING AND TRAFFIC

The Challenge website uses cookies to automatically save and store personally identifiable information. Luminary Labs, LLC, uses cookies to identify unique visitors and to make the site easier to use. Luminary Labs, LLC, does not share the cookies, nor do we use cookies to track your behavior on other sites. Luminary Labs, LLC, may also track certain non-personally identifiable information, including your IP address and domain server. Luminary Labs, LLC, may use this information to monitor site traffic and perform web analytics.

LINKS

This privacy policy pertains to information on www.foodsafetychallenge.com. If you follow a link to another website, you will not be bound by this privacy policy while visiting that site, but by the policy of the site you will be visiting.

CHILDREN

The Challenge website is not directed at children, and Luminary Labs, LLC, does not knowingly collect any information from individuals under the age of 13. Additionally you must be 18 years of age or older to enter the 2014 FDA Food Safety Challenge.