

## Privacy Policy

Good Earth ®. is committed to protecting your personal privacy. This Privacy Policy sets forth the type of information that may be collected by Good Earth ®. on this Web site, and how Good Earth ®. may use that information. By accessing, using or browsing this Web site or its services, you agree to the following terms of this Privacy Policy.

### **Use of Personal Information:**

Good Earth ®. will not collect any personal information about you—e.g., your name, address, date of birth, telephone number, credit card information or e-mail address—unless you voluntarily provide this information to us. When you do provide us with personal information, it will be used solely by Good Earth ®. and will not be sold, leased or marketed to any outside organization for use by such outside organization or any other outside organization without your consent. Good Earth ®. may use the personal information you provide through this Web site to better understand our customers, to improve our products, our services and our Web site, to contact you regarding our products, our services or our Web site or to register you for, or notify you that you are a winner of, a sweepstakes, contest or other promotion. Good Earth ®. may from time to time share certain personal information with (a) its agents or contractors in connection with services that these individuals or entities perform for Good Earth ®. with respect to the development or improvement of our products, our services or our Web site or the administration of a sweepstakes, contest or other promotion or (b) its suppliers and distributors for the purpose of delivery of our products. We will also release your personal information if we are required to do so by law or compelled to do so by valid search warrant, subpoena or court order. If you do not wish for your personal information to be used in any of the foregoing ways, please do not submit it.

### **Use of Other Information:**

Good Earth ®. may automatically collect certain technical information when you access our Web site, such as the type of Internet browser or computer system you are using or your IP address (a number assigned to your computer when you browse the Internet). Such information is not in any way associated with any of your personal information and does not in any way permit us to identify who you are when you are visiting our Web site. In addition, when you are visiting our Web site, we may store some information on your computer in the form of a "cookie" or similar file. Cookies are small pieces of information that are stored by your browser in a file on your computer's hard drive. Our cookies do not contain any personal identifying information but rather are used to help us improve the content and navigation of our Web site. Most Internet browsers accept cookies by default, but you can also set your browser to refuse cookies or to alert you when cookies are being sent. Whether or not you accept or reject a cookie from our Web site will not affect your ability to view, explore and use our Web site.

### **Security:**

The security of your personal information is very important to us. However, due to the inherent open nature of the Internet, we cannot guarantee that communications between you and Good Earth ®., or information stored on the Web site or our servers, will be completely free from unauthorized access by third parties, such as hackers, and your use of the Web site is at your own risk. We have put in place reasonable physical, electronic and managerial procedures to safeguard the information we collect, including limiting access to the personal information contained on our servers. Only those agents or contractors of Good Earth ®. who need access to your information to perform their duties are authorized to have access to your personal information, and they may not use this information for any purpose other than the performance of such service for Good Earth ®. They are also required to keep your personal information confidential. Good Earth ®. also recommends that you keep your information safe by, for example, closing your Web browser once you leave the Web site.

**Review of Privacy Policies of Linked Sites:**

Good Earth ®. from time to time may provide links to a variety of providers that may offer content, services and e-commerce. Good Earth ®. may or may not have a formal relationship with such linked sites. If you see the blue banner containing the Tetley® brand name in the upper left corner, and the Good Earth ®. copyright notice at the bottom, of the Web page (the "Tetley Identifying Features"), you are at the Good Earth ®. Web site and are covered under Good Earth ®.'s Privacy Policy. If you do not see the Tetley Identifying Features on the Web page, please be aware that you have left the Good Earth ®. Web site and are no longer covered under Good Earth ®.'s Privacy Policy. You should then review the privacy policy of the linked site you are on before divulging any personal information, including your name, e-mail address, credit card number, etc. Good Earth ®. is not responsible for the privacy or content of non-Good Earth ®. Web sites.

**Revisions:**

This Privacy Policy may be revised from time to time at the discretion of Good Earth ®. You should periodically revisit this page to stay informed of our current Privacy Policy. Your continued use of the Web site after we post any changes to this Privacy Policy means you accept such changes.

**Consent to Transfer:**

The Web site is maintained in the United States of America. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using the Web site, participating in any of our services, and/or providing us with your information, you consent to this transfer.

Special Notice Regarding Children Under 13 Years Old: This Web site is not intended to attract or be used by children under the age of 13 without verifiable parental consent.

Good Earth ®. recognizes the sensitivity of personal information concerning children under the age of 13 and therefore provides this notice. Good Earth ®. is committed to complying with all applicable laws and regulations regarding children, including the Children's Online Privacy Protection Act ("COPPA"), which does not allow the collection of any personal information from anyone under the age of 13 without a parent's or guardian's consent. Good Earth ®. encourages all parents and guardians to instruct their children in the safe and responsible use of their personal information while using the Internet.

Therefore, in compliance with COPPA, the Web site is not intended to be used by children under the age of 13. Moreover, Good Earth ®. does not knowingly collect personal information from children under 13 years of age. If you are under 13 years of age, do not send any information about yourself to Good Earth ®. When Good Earth ®. becomes aware that personal information from a child under 13 has been collected without such child's parent's or guardian's consent, we will use all reasonable efforts to delete such information from our database.

**Opt-out Policy:**

If you wish for us to remove your personal information from our active records, please go to the "Click here to unsubscribe" link on [www.TetleyUSA.com](http://www.TetleyUSA.com). Please be aware that we will process your request within a reasonable time after receipt. You should also be aware that we are not responsible for removing your personal information from the lists of any third party who has previously been provided with your information in accordance with this policy, such as a business partners. In addition, your ability to opt out from receiving marketing and promotional material does not change our right to contact you regarding your use of the Web site or changes to our Privacy Policy, Terms and Conditions of Use statement or other policy or terms that affect you and your use of the Web site.

**California Privacy Rights:**

California Civil Code Section § 1798.83 permits users of the Web site that are California residents to request certain information regarding Tetley USA's disclosure of personal information to third parties for their direct

marketing purposes. To make such a request, please send an e-mail to [consumercare@customerfollowup.info](mailto:consumercare@customerfollowup.info) or write Tetley USA at:

Good Earth ®.

Consumer Services Department  
890 Mountain Avenue, Suite 105  
New Providence, NJ 07974.

This Privacy Policy is effective and was last updated November 2014.