



## Privacy Policy applies to the sites and apps where it appears

This policy describes our privacy practices for the websites and mobile applications where it is posted. This includes the Hershey's Chocolate World website and Hershey brand websites, as well as **Hershey's Kitchens** and Celebrate with Hershey's. This includes our mobile websites. The policy also describes our practices on our mobile applications. This policy does not apply to information we collect offline. This policy also does not apply to the websites of Hershey Entertainment and Resorts Company, including *The Hotel Hershey* and *Hersheypark*. It also does not apply to the *Hershey Park* mobile app.

Your use of this platform indicates you agree to our collection, use and disclosure of your information as described in this Privacy Policy.

[\[Download a copy of this full privacy policy\]](#)

## We collect information from and about you.

**We collect contact information.** We might collect information including your name and street address if you register on our site. We might also collect your phone number or email.

**We collect payment information.** If you make purchases, we or our vendors collect information including your credit card information.

**We collect information you submit or post.** We collect the information you post in a public space on our site. If you contact us, apply for a job, or respond to a survey, we will collect the information you provide to us.

**We collect demographic information.** We may collect information including your gender and your zip code or postal code. We might also ask for information like your age.

**We collect other information:** If you use our websites, we may collect information about your computer and your activity, including the browser you are using or the pages you visit. We might look at what site you came from, or what site you visit when you leave us. We collect this information using the tracking tools described [here](#), with information on how to control those tools. We may also collect your GPS location if you use one of our mobile apps. We might look at how often you use the Hershey Company mobile app and where you installed it.

## **We collect information in different ways.**

**We collect information directly from you.** For example, if you register for a promotion or apply for a job, we will collect the information you provide to us. We might also collect information if you post a recipe review or contact us. We also collect information if you register with us on certain sites and apps.

**We collect information from you passively.** We may use tracking tools like browser cookies and web beacons. We collect information about users over time when you use this website. We may have third parties collect personal information this way. We also collect information from our mobile app. To learn more about these tools and how you can control them, [click here](#).

**We get information about you from third parties.** For example, social media platforms may give us information about you.

**We combine information.** For example, we may combine information that we have collected offline with information we collect online. Or we may combine information we get from third parties with information we already have.

## **We use information as disclosed and described here.**

**We use information to respond to your requests or questions.** For example, we might use your information to register you for promotions at your

request, notify you if you win a prize and deliver the prize to you. We also use your information to respond to you when you contact us.

**We use information for marketing purposes.** For example, we might send you information about new products and special offers. We might also use your information to serve you ads about products and offers. We might tell you about new features or updates. These might include third party offers or products we think you might find interesting. We will send you marketing emails if you sign-up to receive them. To manage this, read [Your Choices](#) section below. We may also use push notifications on our mobile apps.

**We use information to improve our products and services.** We might use your information to customize your experience with us.

**We use information to look at site trends and customer interests.** We may use your information to make website or product improvements. We may also combine information we get from you with information about you we have gotten from third parties.

**We use information for security purposes.** We may use information to protect our company and our customers. We also use information to protect our websites and apps.

**We use information to communicate with you.** For example, we will communicate with you about your account or our relationship. We may contact you about your feedback. We may contact you to tell you about changes to this Policy or our website Terms. We may also tell you about issues with your orders.

**We may also use push notifications on our mobile app.** We will send you push notifications about coupons, upcoming events, and consumer-pertinent information such as store hours (closing early due to weather, extended hours, etc.).

**We use information as otherwise permitted by law or as we may notify you.** We will get your consent as required by law.

**We retain your information for business purposes and as long as is reasonably necessary to provide you with our products and**

**services.** We will also retain your information as reasonably necessary to comply with our legal obligations, resolve disputes and enforce our agreements. We may also retain cached or archived copies of your information for a reasonable period of time.

## **We may share information with third parties.**

**We will share information within the Hershey family of companies (including our brands and affiliated companies).** We will share this information for our business purposes and to otherwise engage in the activities described in this Privacy Policy.

**We will share information with third parties who perform services on our behalf.** For example, we share information with vendors who operate our websites, run promotions, and send emails. We may authorize these vendors to collect information on our behalf and share certain information with their subcontractors, but only to the extent necessary for the vendors to perform services on our behalf. Our vendors may be located within or outside of North America. You can contact us if you want to learn more about how our service providers use your information.

**We will share information with our business partners.** For example, we will share information with third parties who co-sponsor a promotion with us. We might also share information with a business partner who distributes our products. These partners may send you information about events and products by mail or email.

**We will share information with Hershey Entertainment and Resorts Company.** For example, sometimes we receive questions about The Hotel Hershey or *Hersheypark*. We may share information so that The Hotel Hershey or *Hersheypark* can address those questions. We may also share anonymized data with Hershey Entertainment and Resorts Company and its third-party service providers so that Hershey Entertainment and Resorts Company can more effectively deliver digital ads about its products, services and events based upon your interests.

**We will share information if we have to in order to comply with the law or to protect ourselves.** For example, we will share information to respond to a

court order or subpoena. We may also share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion. Or we may share your information if you are the winner of a sweepstakes or other contest with anyone who requests a winner's list. We may share your information with the US government as required or permitted by law.

**We will share information with any successor to all or part of our business.** For example, we may share your personal information, in connection with or during negotiations of any proposed or actual merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of our assets, or in connection with the transfer of all or a portion of our business to another company.

**We will share information for other reasons we may describe to you.**

## **You have certain choices about how we use your information.**

**You can opt out of receiving our marketing emails.** To stop receiving our promotional emails, follow the opt-out link in any of our promotional emails or call us at 1 (800) 468-1714. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions or messages related to any purchases you make. If you object to our use of your information for direct marketing purposes, please [contact us](#).

**You can control cookies and tracking tools.** We may use tracking tools and cookies. To learn how to manage how we – and our vendors – use cookies and other tracking tools, read our Ad & Cookies policy.

**You can control tools on your mobile devices.** For example, you can turn off the GPS locator or push notifications on your phone.

**You have other controls you can exercise.** You can choose whether or not to share personal information. If you choose not to share, some parts of our sites and some services may be more difficult or impossible to use. If you turn

off cookies or tracking tools, parts of our site and services may also not work properly.

## **These sites and children**

Our sites are meant for adults. We do not knowingly collect personally identifiable information from children (including children under 13 in the United States).

This privacy policy and the CARU icon shown on our websites confirm that The Hershey Company is a valid licensee and participating member in the CARU Safe Harbor Program (“CARU Safe Harbor”). To protect your privacy, we have voluntarily undertaken this privacy initiative. CARU has reviewed and certified that our websites are General Audience sites and that we meet established online information collection and use practices on all properties where this privacy policy is posted.

As part of the CARU Safe Harbor, we are subject to audits and frequent monitoring of our websites and other enforcement and accountability mechanisms administered independently by CARU.

If you believe that we have not responded to your inquiry or your inquiry has not been satisfactorily addressed, please contact CARU at:

CARU Safe Harbor

Attn: Director

112 Madison Avenue, 3rd Floor

New York, NY 10016

[info@caru.bbb.org](mailto:info@caru.bbb.org)

Parents, if you think your child has provided personal information on one of our sites, you can request that the information be changed or deleted by contacting us at:

The Hershey Company

Consumer Relations

19 E. Chocolate Ave.

Hershey, PA 17033

Phone Toll Free 1-800-468-1714, or Contact us Online

Parents, you can take steps to protect your kids too. To learn more about how to protect your child online, read the helpful information provided by the Federal Trade Commission by clicking here.

**We use commercially reasonable security measures, including physical, technical, and administrative safeguards to protect your information from unauthorized access, use, modification, or deletion.**

The Internet is not 100% secure, though. We thus cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We keep personal information as long as it is necessary or relevant for the practices described in this Policy.

## **Your California Privacy Rights**

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please click here to contact us. Follow the onscreen prompts to send us an email, select "Privacy Policy/Ad and Cookie Policy" as the subject of your message, and indicate in your message that you are a California resident making a "Shine the Light" inquiry.

If you are a California resident, California law also provides you with specific rights regarding your personal information, including the right to request that we disclose certain information to you about its collection and use of your personal information over the past 12 months, the right to request that we delete any or all of your personal information that we have collected from you, subject to certain exceptions, and the right to request that we not sell your personal information. To make such a request, contact us here by selecting "CCPA Request" as the subject of your message and indicating in your message that you are a California resident making a "CCPA" inquiry. You can also make a request by sending a letter to:

Public Relations Department  
The Hershey Company  
PO Box 810

19 E. Chocolate Ave.  
Hershey, PA 17033

Or calling 1-800-468-1714

Please note that we are only required to respond to two such requests per customer each year.

You also have the right not to be discriminated against if you exercise any of your rights under California privacy law.

Hershey's may have collected the following categories of personal information of California residents in the past 12 months:

- Identifiers such as a name, postal address, Internet Protocol address, email address, or other similar identifiers.
- Categories of personal information described in subdivision (e) of [California Civil Code Section 1798.80](#).
- Commercial information, including records of products or services purchased or considered.
- Internet or other electronic network activity information.
- Geolocation data.
- Inferences drawn from any of the information identified above.

This information is collected and used for the purposes disclosed in this Privacy Policy. Hershey may have disclosed, made available, transferred, or otherwise communicated any of the above categories of personal information to another business or a third party for valuable consideration in the past 12 months. Hershey's may have disclosed any of the above categories of personal information pursuant to an individual's consent or under a written contract with a service provider for a business purpose in the past 12 months.

**We store information both in and outside of the United States.**

Information we maintain may be stored both within and outside of the United States. If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your

country. As stated in our Terms and Conditions, by accessing and using our sites, you confirm that you are not located in the EU/EEA.

**We may link to other sites or apps or have third party services on our platforms we don't control.**

If you click on a third party link, you will be taken to a platform we do not control. This policy does not apply to the information practices of that website or platform. Read other companies' privacy policies carefully. We are not responsible for these third parties.

**Feel free to contact us if you have more questions.**

You can contact us online or write to us at:

Public Relations Department  
The Hershey Company  
PO Box 810  
19 E. Chocolate Ave.  
Hershey, PA 17033

Or call 1-800-468-1714

If you have any questions about this Policy or want to review, access, delete, correct or update your information, please contact us online.

**We may update this policy.**

From time to time we may change our privacy policies. We will provide notice of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

© 2019 The Hershey Company. All rights reserved.