Privacy Policy

Data Collection

This website and the digital resources we provide are open to everyone. Valley Natural Foods values the privacy of those using our website, and created this privacy policy to inform you. For purposes of this Privacy Policy, the term "personally identifiable information" means information that identifies a particular individual, such as name, member number postal address, email address, phone number, internet protocol (IP) addresses, and information that may be transmitted by your browser when accessing digital resources.

When other information, such as email newsletter choices, member owner purchases or product preferences, is directly associated with personally identifiable information, this other information also becomes personally identifiable. By using our website, digital platforms or the platforms of our affiliates, you are accepting the practices described in this Privacy Policy.

There are many features on this website for which no registration or information from you is required. However, if you are interested in obtaining information, products or services from Valley Natural Foods, or in participating in certain activities on this website you will need to provide us with information about yourself. Our site's registration process and online forms may require users to provide personal information such as their name, phone, email, mailing address, or credit card information. Credit card information is only processed through PayPal secure checkout and is never stored in our system.

Technical information may be collected which includes the Internet Protocol (IP) address used to connect to our servers; computer configuration and connection information such as browser type and version, operating system and platform and the full Uniform Resource Locators (URL) clickstream to, through and from our website.

Valley Natural Foods may at times use a cookie to enhance the user experience on our digital platforms. When you visit our website multiple times, the cookie will allow the site to recognize you. Cookies may store user preferences and other information. You can set your browser to refuse all cookies, to indicate when a cookie is being used, or to delete specific cookies. If you choose not to use cookies some features or services may not function properly. You may opt out of receiving our email services by choosing "unsubscribe" from the bottom of any emails that come to you.

Data collection by third parties

Third parties may use cookies, web beacons, and similar technologies to collect or receive information about your activity on our website and digital platforms. Third parties may use that information to provide measurement services and target ads. This may include, but is not limited to: Google,

Facebook, Twitter, Pinterest and FunMobility. Please visit these providers for further information on their specific terms of service and privacy policies which may differ from those of Valley Natural Foods.

Use of information

Valley Natural Foods uses the information we collect to provide useful services and direct you toward content you may be interested in. Our services may include the display of personalized content from our partners. Your email address or other personally identifiable information is never publicly displayed on our site unless you have given explicit permission for us to do so.

Valley Natural foods does not sell, trade or give away data or personally identifiable information we receive about you. This applies to personal information, email addresses, phone numbers and any other personally identifiable information that may be provided by you from accessing our website.

Information security

Valley Natural Foods uses Secure Socket Layer (SSL) encryption in some instances to help protect your information. While this is the safest way to transmit personal information over the Internet, Valley Natural Foods makes no claim, warranty or representation that SSL encryption is completely secure, and you provide such information at your own risk. Valley Natural Foods limits internal access of user information to authorized employees.

Links to other sites

Our site and digital platforms contain links to other sites. Although it is prudent for all websites to adopt an appropriate privacy policy, this policy applies only to the valleynaturalfoods.com domain. The sites we link to operate independently and have established their own privacy and security options. We encourage you to be aware of when you leave our site and to read these policies at any site you visit.

Privacy of children

The Valley Natural Foods website and digital platforms are only intended for users ages 16and older. Accordingly, we will not knowingly store or use any personal information from individuals under the age of 16. In addition, we will not retain any information found in our database that has been determined to originate from an individual under the age of 16.

Contact information

This Privacy Notice will change from time to time to align with changes and services provided on our website. If you have any questions about this Privacy Policy or Valley Natural Foods' website, please email Marcom@valleynaturalfoods.com or send a letter to:

Valley Natural Foods
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Burnsville, MN 55337