

## **CALIFORNIA MILK ADVISORY BOARD** **PRIVACY POLICY**

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### **INFORMATION WE COLLECT**

**Tracking Technology:** CMAB logs IP addresses (a unique number assigned to every computer on the Internet) in order to improve security, analyze trends and administer the Site. We may track your movement within the Site, the pages from which you were referred, access times and browser types. We only use this information in aggregate to gauge the effectiveness of our Site, track information for statistical purposes and to improve the products and services we provide and do not link that information to you personally. We store information that we collect through cookies, log files, clear gifs, and/or third party sources for instance to verify your address or update your information and to create a "profile" of your preferences. We tie your personally identifiable information to information in the profile, in order to improve the content of the Site for you. A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this Site. We use session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our Site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. Persistent cookies are used to differentiate visitors to the Site and registered users our Service to customize the content of certain sections of the Site and enable us to track and target the interests of our visitors and registered users and to enhance the experience on our Site. If you reject cookies, you may still use our Site, but your ability to use some areas of our Site or Services may be limited and you may not be able to use certain features of the Site.

**Surveys or Promotions:** From time to time we may provide you the opportunity to participate in sweepstakes or other promotions or surveys on our Site, which might be sponsored or conducted by a third party. If you participate, we will request certain personally identifiable information from you. Participation in these promotions or surveys is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information. If there is a third party sponsor involved please make sure to review that party's privacy policy.

**Third Party Links:** We encourage you to be aware when you leave our Site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies only to information collected on our Site.

**Advertisements:** We may from time to time use various outside ad-serving companies to serve advertisements across the internet and on our Site. They may collect anonymous information about your visits to the Site and your interaction with our Service. They may also use information about your visits to the Site and other websites to target advertisements for goods and services. This anonymous information is collected through the use of pixel tags or cookies, which are industry standard technologies, used by most major websites. No personally identifiable information is collected or used in this process from our Site. If you would like more information about this practice and to know your choices about not having this anonymous information used by a third party service provider, please click here: [www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

## **USE OF PERSONAL INFORMATION**

**Children:** We do not sell or knowingly solicit information from anyone who is under 18.

**Information You Provide:** We receive and store any personal information you enter on our Site or give to us in any other way. We may also receive information from you from other sources.

**Vendors:** We employ other companies and individuals to perform functions on our behalf. Examples might include sending e-mail, analyzing data and providing search results and links. Those vendors may have access to personal information needed to perform their functions, but may not use it for other purposes.

**Third Party Offers:** We share personally identifiable information with third parties in order to have them send you special offers and promotions that we think you might find of interest to you. We will also occasionally send you information on products, services, special deals, or promotions, which we have found that may be of interest to you. If you do not want us to use the information you provide in order to inform you of products and services that might be of interest to you, or to provide your information to third party companies please let us know by contacting our privacy administrator at [unsubscribe@realcaliforniamilk.com](mailto:unsubscribe@realcaliforniamilk.com).

**Other Uses:** We may use your personal information to contact you about the Services on our Site in which you have expressed an interest, for example, if you have contacted customer service or made an inquiry.

**Service-related Announcements:** We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our Site is temporarily suspended for maintenance, or the delivery of a service is delayed we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature.

**Exceptional Circumstances:** If CMAB, or any element of CMAB, is sold or disposed of as a going concern, whether by merger, sale of assets or otherwise, the relevant databases of CMAB, including information about the users of our Site, including personal information, could, in whole or in part, be sold as part of that transaction. Information about users of the

Site, including personal information, may also need to be disclosed in connection with a commercial transaction where CMAB is seeking financing, investment, support or funding. In any such transactions, personal information will be subject to the promises made in any pre-existing Privacy Policy in effect when the information was obtained. We also may have to release personally identifying information when it is necessary to comply with judicial or other government subpoenas, warrants, orders, or to protect the rights, property, or safety of CMAB's users or others.

Waiver: CMAB ASSUMES NO RESPONSIBILITY OR LIABILITY WITH REGARD TO ANY THEFT, LOSS, ALTERATION OR MISUSE OF PERSONAL OR OTHER INFORMATION LAWFULLY PROVIDED BY CMAB TO THIRD PARTIES, OR WITH REGARD TO THE FAILURE OF ANY THIRD PARTY TO ABIDE BY THIS PRIVACY POLICY OR AGREEMENT BETWEEN THAT THIRD PARTY AND CMAB.

### **CHOICE AND OPT OUT**

You may opt-out of use of your information as set forth above by emailing us at [unsubscribe@realcaliforniamilk.com](mailto:unsubscribe@realcaliforniamilk.com). For instance, if you no longer wish to receive any emails from us that we think might be of interest to you may opt-out of receiving it by following the instructions included in each email or emailing us at [unsubscribe@realcaliforniamilk.com](mailto:unsubscribe@realcaliforniamilk.com).

### **ACCESS TO YOUR INFORMATION**

If for any reason you are concerned that the personal information you provided to CMAB is not correct, or should you wish to have your email address removed from our mailing list or contact information changed, please contact us at [unsubscribe@realcaliforniamilk.com](mailto:unsubscribe@realcaliforniamilk.com). We will be happy to review, update or remove information as appropriate. We may still retain your information in our files however, to resolve disputes, enforce our Terms of Use, and due to technical and legal requirements and constraints related to the security, integrity and operation of our Site.

### **HOW WE PROTECT YOUR INFORMATION**

We have security procedures in the storage and disclosure of personal information, which you have given us in order to prevent unauthorized access. Keep in mind however, that no method of transmission over the Internet, or method of electronic storage, is 100% secure and therefore it is important for you to protect against unauthorized access to your computer. Be sure to sign off when finished using a shared computer. Our Site may also contain links to other websites. Keep in mind that CMAB does not control and is not responsible for the privacy or security practices or the content of these other websites.

### **NOTIFICATION OF CHANGES**

The Effective Date of this Privacy Policy is set forth below. Please make special note of the Effective Date of this Privacy Policy. We may revise and update this Privacy Policy if our practices change, as technology changes, or as we add new services or change existing ones. If we make any material changes to our Privacy Policy or how we handle your personal information you will know because the Effective Date of the Privacy Policy will change. If we are going to use any personal information in a manner that is materially different from

that stated in our Privacy Policy at the time we collected such information, we will give you a reasonable opportunity to consent to the change. If you do not consent, your personal information will be used as agreed to under the terms of the privacy policy in effect at the time we obtained that information but you may not be able to use our Site or Services in the future. By using our Site or Services after the Effective Date, you are deemed to consent to our then-current privacy policy. We will use information previously obtained in accordance with the privacy policy in effect when the information was obtained from you.

**IMPORTANT - A Note about International Users.** The Site is located in the United States. If you are using the Site from outside the United States, you should be aware that your information collected on this Site may be stored and processed in the United States or any other country in which CMAB, or its agents maintain facilities, including hosting services or servers, and by providing your information to this Site, you are consenting to the transfer of your information outside of your country in accordance with this Privacy Policy and our Terms of Use. You are also consenting to the application of United States law in all matters concerning this Site.

#### **DISPUTES**

If you choose to visit the Site your visit and any dispute over privacy is subject to this Privacy Policy and our Terms of Use including limitations on damages, arbitration of disputes, and application of the laws of the State of California.

#### **HOW TO CONTACT US**

If you have any questions about our privacy policy contact us at [askus@realcaliforniamilk.com](mailto:askus@realcaliforniamilk.com) with a thorough description of your concerns or questions.

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**Effective Date: 2/17/10**