

CALIFORNIA MILK ADVISORY BOARD
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- contains any materials that could infringe any copyright, trademark, publicity or privacy right or any other intellectual property right of any person or entity unless you have first received permission from the owner of those rights to use the materials;
- contains any materials containing slurs, hate speech or which attack an individual or group on the basis of race, color, religion, national origin, or sexual preferences;
- contains any materials that constitute spam (sending the same message multiple times or to multiple people will be treated as spam);
- is a solicitation or advertisement for any commercial product or activity;
- encourages behavior that does not support a safe and comfortable environment for all users, including but not limited to posting or transmitting any materials that are threatening, harmful, harassing, abusive, vulgar, hateful, defamatory, sexually explicit, inflammatory, profane, racially or ethnically objectionable, religious or political, or any materials that encourage inappropriate or unlawful conduct;

- restricts or inhibits any other user from using the Site or contains a virus or other harmful component;
- violates any local, state, federal or international laws or gives rise to civil liability;
- violates or infringes any rights of third parties (including but limited to copyright, trademark, rights of privacy or publicity, defamation or any other proprietary right);
- imposes an unreasonable or disproportionately large load on the Site or otherwise interferes with the Site;
- is a chain letter, or constitutes junk mail;
- “spoofs” (using of any means to disguise your online identity or alter original attribute information when sending e-mails or posting messages to the Site);
- uses or possesses programs to “crack” passwords or other Internet security tools.

We may, at our sole discretion, immediately terminate your access to the Site should your conduct fail to conform with these Terms.

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- Investigate an allegation that a communication does not conform to the terms of this section and determine in its sole discretion to remove or request the removal of the communication.
- Remove communications which are abusive, illegal, or disruptive, or that otherwise fail to conform with these Terms.
- Terminate a user's access to the Site upon any breach of these Terms.
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INAPPROPRIATE CONTENT

If you believe that any postings on the Site violate these Terms, please let us know by clicking on the "Contact Us" link at the bottom of any page on the Site, and then sending us an email to askus@realcaliforniamilk.com. We try to review all reported violations and, if we agree with you, we'll take appropriate action. However, in all cases, we are the final judge on whether these Terms have been violated and we will determine what, if any, action should be taken.

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- Identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit us to locate the material;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted;
- A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
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CMAB

Att: Legal Department
[address]

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Effective Date: 1/17/10

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