

**Privacy Policy**  
**Last Updated and Effective as of: September 13, 2018**

The California Milk Processors Board (“Company”, “we”, “our” or “us”) understands that privacy is important to our users. We have created this Privacy Policy in order to demonstrate our commitment to your privacy. The Privacy Policy below discloses our practices regarding information collection and usage solely for the website located at <https://www.gotmilk.com>. This Privacy Policy does not apply to any other websites, apps or services provided by us, our affiliates or clients, unless it appears on such website, app or service.

BY USING OR ACCESSING THE WEBSITE, YOU SIGNIFY YOUR AGREEMENT TO BE BOUND BY OUR PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY YOU MAY NOT ACCESS OR OTHERWISE USE THE WEB SITE.

**Information That We Collect:** We do not currently collect personally identifiable information on the Website and will update this Privacy Policy if we change our practices. When you visit or use the Website, we may automatically collect certain non-personally identifiable information about you, such as IP address, the type of browser or device operating system you use, the domain name of the website from which you linked to us, the amount of time you spend on the Website and the pages on the Website that you view. We may also aggregate information collected from our users (such as the number of users in a particular region or having particular characteristics).

**Information Usage, Disclosure and Recipients:** We may send your information to other group companies, affiliates and third parties to help us process your information for the purposes set out in this policy.

We will only use your information as described herein:

- We may use your information to respond to your direct inquiries.
- We may permit our vendors and subcontractors to access your information, but they are only permitted to do so in connection with performing services for us. They are not authorized by us to use the information for their own benefit.
- We may disclose information as required by law or legal process.
- We may disclose information to investigate suspected fraud, harassment or other violations of any law, rule or regulation, or the policies for the Website.
- We may transfer your information in connection with a bankruptcy proceeding or the sale, merger or change of control of Company or the division responsible for the services with which your information is associated.

Please note that if you specifically consent to additional uses of your information, we may use your information in a manner consistent with that consent. Finally, we reserve the right to supplement your information with information we gather from other sources which may include information we gather from online and offline sources.

Non-personally identifiable information or aggregate information may be shared with any number of parties, provided that such information shall not specifically identify you. We may also use tracking information and other non-personally identifiable information for the purposes described

in this Privacy Policy, such as to serve interest based advertising content to you and for any other business purposes permitted by law.

**Interest Based Advertising:** We may ourselves, or with third party vendors, use non-personally identifiable information in connection with our own or vendor information to deliver targeted advertising to you when you visit other websites or our Service. Cookies, clickstream data, and other similar technologies described below may be used in this process. For example, if you are searching for information on a particular product, we or our vendor may cause an advertisement to appear on other websites you view with information on that product. This form of advertising, sometimes called “behavioral advertising,” is based on anonymous information and not on any personally identifiable information. As a result, we and our vendor know your interests, but do not personally identify you in connection with the delivery of that specific ad. We believe that such advertising is helpful because you will see advertisements that are relevant to your interests. However, if you would like to opt out of these interest-based advertisements, please follow the opt-out process described below under “Opt-Out.”

**Cookies and Similar Technologies:** We may store some information on your device or device hard drive as a "cookie" or similar type of file (such as clear gifs, web beacons, tags, and similar technologies that work on mobile devices) to collect data related to usage of the Website and for the purpose of facilitating and enhancing your communication and interaction with the Website. Such data may include, without limitation, the address of the websites you visited before and after you visited the Website, the type of browser you are using, your Internet Protocol (IP) address, what pages in the Website you visit and what links you clicked on. We use this information to help us maintain and enhance the efficiency and usefulness of the Website and may use it and other non-personally identifiable information for the purposes described in this Privacy Policy, such as to serve targeted advertising to you. We may also use and place cookies on your device from our third party service providers in connection with the Website, such as an analytics provider that helps us manage and analyze Website usage.

If you want to stop or restrict the placement of cookies or flush any cookies that may already be on your computer or device, please refer to and adjust your web browser preferences. Further information on cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org). By deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our Website or some of its functionality may be affected. Cookies and similar items are not used by us to automatically retrieve personally identifiable information from your device without your knowledge. Please be advised that certain third parties that are beyond the scope of this Privacy Policy, such as advertisers, may collect information in connection with the Website. We are not responsible for the acts or omissions of such third parties.

**Cross Device Matching:** We use non-personally identifying information to facilitate cross device association. We or our third party vendors analyze device activity data using a mathematical tool known as a “probabilistic algorithm” to determine if you have interacted with content across multiple devices and to match such devices. In connection with this analysis, we may rely on non-personally identifiable information (including demographic, geographic and interest-based data) from third parties such as data vendors, pursuant to their own privacy policies or we may use the non-personally identifiable information we collect in conjunction with such third party data. Based on this data, we may then display targeted advertisements across devices that we believe are associated and may provide other services to our advertisers such as tools, analyses, data and insights to see how their website or mobile applications are used and to further enable the display of targeted advertisements to you, including across your devices. Our advertisers may also provide us with deterministic data about you that may be used to supplement our probabilistic

data. Based on this data, we may then display targeted advertisements across devices that we believe are associated and may provide other services to our advertisers such as tools, analyses, data and insights to see how their website or mobile applications are used and to further enable cross-device targeting and analysis. For further instructions on restricting our use of certain cross-device data, please see “Opt-Out,” below.

**Clickstream Data:** As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as “clickstream data,” can be collected and stored by a website’s server. Clickstream data can tell us the type of device and browsing software you use and the address of the website from which you linked to the Service. We may collect and use clickstream data to anonymously determine how much time visitors spend on websites, how visitors navigate throughout websites and how we may tailor our Service to better meet consumer needs. This information will be used to improve our Service and our services. Any collection or use of clickstream data will be anonymous, and will not intentionally contain any personally identifiable information.

**Security and Data Retention:** We have undertaken and will undertake commercially reasonable efforts designed to prevent unauthorized access to user data retained in our servers, however, due to the inherent open nature of the Internet, we cannot ensure or warrant the security of any information provided online. We will retain your information for as long as your account or inquiry is active or as needed to provide you with the Website and for a reasonable time thereafter in accordance with our standard procedures or as necessary to comply with our legal obligations, to resolve disputes, and to enforce our agreements.

**Other Websites, Apps and Services:** As a convenience to you, we may provide links to third party websites, apps or services from within the Website. We are not responsible for the privacy practices or content of these third party sites, and by providing a link we are not endorsing or promoting such third party sites. When you link away from our Website, you do so at your own risk. We encourage you to read the policies and terms of every website, app or service you visit.

**Social Networking Services:** The Website may integrate with social networking services. You understand that we do not control such services and are not liable for the manner in which they operate. While we may provide you with the ability to use such services in connection with our Website, we are doing so merely as an accommodation and, like you, are relying upon those third party services to operate properly and fairly.

You should be aware that personally identifiable information which you voluntarily include and transmit online in a publicly accessible blog, social network or otherwise online may be viewed and used by others. We are unable to control such uses of your personally identifiable information, and by using such services you assume the risk that the personally identifiable information provided by you may be viewed and used by third parties.

**Information Relating to Children:** Our Website is designed for those 13 years of age and older. We do not knowingly collect information from anyone under the age of 13. If we are made aware that we have received such information, or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

**Communications with Us or Through Our Website:** By providing your email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested or to send information about other services provided by us, provided that, we will not give your email address to another party to promote their products

or services directly to you without your consent or as set forth in this Privacy Policy. Any communication or material you transmit to us by email or otherwise, including any data, questions, comments, suggestions, or the like, are and will be treated as non-confidential and non-proprietary. Except to the extent expressly covered by this policy, anything you transmit or post may be used by us for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast and posting.

**Changes to Privacy Policy:** We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. However, if at any time in the future we plan to collect personally identifiable information or use your information in a way that materially differs from this Privacy Policy, we will post such changes here or email you. We encourage you to periodically review the Website for the latest information on our privacy practices. You are bound by any changes to the Privacy Policy when you use the Website after such changes have been first posted.

**Opt-Out:** As noted above, you may opt-out of or restrict the placement of cookies on your device or remove them from your browser by adjusting your web browser preferences. Please note that cookie-based opt-outs are not effective on many mobile devices. However, on many mobile devices, application users may opt out of certain mobile ads via their device settings.

We may, and may work with third parties, to use non-personally identifiable information to deliver targeted advertisements to you based upon your online activities and other information. The online advertising industry provides a service through which you may opt-out of receiving targeted ads from certain data partners and other advertising partners that participate in self-regulatory programs. You can opt-out of targeted advertising from certain providers at [www.aboutads.info/consumers](http://www.aboutads.info/consumers).

Please note that by opting out, you will continue to see generic advertising that is not tailored to your specific interests and activities. To be clear, cookie-based opt-outs must be performed on each device and browser that you wish to have opted-out. For example, if you have opted out on your device browser, that opt-out will not be effective on your mobile device. You must separately opt out on each device. However, once you have opted out on one device (“Opted-Out Device”), we will not use any new data from the Opted-Out Device to identify you on another device for interest-based advertising purposes and we will not use data from another device for interest-based advertising purposes on the Opted-Out Device.

**United States of America:** Our Website is maintained in the United States of America. By using the Website, you freely and specifically give us your consent to export your information to the USA and to store and use it in the USA as specified in this Privacy Policy. You understand that data stored in the USA may be subject to lawful requests by the courts or law enforcement authorities in the USA.

**Contact:** For questions or concerns relating to this Privacy Policy or your information, we can be contacted at: [privacy@gotmilk.com](mailto:privacy@gotmilk.com).