



Office: (831) 633-2144
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10855 Ocean Mist Parkway
Castroville, CA 95012

Information that Ocean Mist Farms Collects

Identifiers, including but not limited to:

- Legal names and aliases;
- Signatures;
- Addresses;
- Telephone Numbers;
- Email Addresses.

Protected Classifications, including but not limited to:

- Age;
- Gender.

Commercial Information, including but not limited to:

- Records of product preferences and shopping preferences.

Internet or other electronic network activity information, including but not limited to:

- Computer device information, including internet protocol ("IP") addresses or other unique identifiers from the computer, mobile device, tablet, or other device you use to access our website, including but not limited to your browser type, device type, and the domain name from which you accessed our website;
- Usage information, including information about how you use our website such as the date and time you visit our website, the amount of time spent by you on our website, the number of times you return to the website, information regarding which portions of our website you access, information regarding whether you open, forward, or click on the links we include in our emails to you, and other websites you may visit.
- Location information, including information about where traffic on our site is coming from based on the location of a user's IP address;
- Cookies, which are pieces of data stored on a web user's hard drive that contains information about the user's browsing activities.

Sources of Information

We collect this information directly from you when you directly provide it to us through our newsletter or email sign-up, when you enter into our sweepstakes or other promotions, when you request customer support, or otherwise when you communicate with or contact us directly.

Whenever you visit or interact with our website, Ocean Mist Farms and our third-party service providers may automatically or passively collect this information about your online activity.

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Business Purpose(s) of Information Collected

We may use the information we collect from and about you for a variety of business purposes, including to respond to your customer service requests, to improve customer experience and engagement, and to enhance or improve our content, products, and services.

Specific ways in which Ocean Mist Farms may use the information we collect from and about you may include:

- Responding to your inquiries and contacting you when necessary;
- Enhancing your online experience, including using the information we collect to recognize you and welcome you to our website;
- Reviewing the usage and operations of our site, developing new products or services, and conducting analysis to enhance or improve our content, products, and services;
- Contacting you with information, newsletters, and promotional materials;
- Addressing problems with our website or our business, and protecting the security or integrity of our website and our business;
- For other purposes specifically disclosed at the time you provide your information to OCEAN MIST FARMS.

Ocean Mist Farms does not share *Identifiers, Protected Classifications, Commercial Information* it collects with any third parties or service providers, nor does the Ocean Mist Farms sell this information.

We may share *Internet or other electronic network activity information* and/or this information may be collected in the first instance by Ocean Mist Farms' service providers and other third parties that assist Ocean Mist Farms in operating its website.

Ocean Mist Farms does not sell this information.