

Privacy Policy

Effective Date: April 10, 2023

This Privacy Policy explains how Alabama Peanut Producers Association collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at www.alpeanuts.com.

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example

- Personal information we collect directly from you may include first and last name, address, email address, and phone number.

Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example,

- Our website may also use cookies and similar technologies to enhance your user experience and enable certain features. Our email campaigns may also use tracking technologies such as web beacons, pixels and similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics, your IP address, date and time of your visit, browser and operating, system information, referring website address, and other information about how you interact with the website.

Information collected from our partners: We may collect personal information about you from our third-party partners and combine it with other information we collect. Personal information we collect from our partners may include, for example, your demographic information and geographic location.

USE OF PERSONAL INFORMATION

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, customer service and support, and other relevant information.

- To market our products and services to you, including by email and text message subject to your consent.
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

DISCLOSURE OF PERSONAL INFORMATION

We may share the information we collect with other parties, including the following:

- With third-party service providers to assist us with providing and marketing our products and services
- With Constant Contact, to send email marketing and text message communications.
- For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- As part of a corporate sale, merger, acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful requests for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation.

Our website may offer interactive features that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others. Such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.

DIGITAL ADVERTISING & ANALYTICS

We may authorize our advertising partners to use cookies and similar technologies on our website to automatically collect certain information from your device, and we may share information about you and your interactions with our website and may also collect information

from others with our advertising partners. Such information can be used by us or our advertising partners to serve more relevant targeted ads.

Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as event reminders.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://www.alpeanuts.com/mobile-messaging...s-and-conditions/>.

UPDATING YOUR INFORMATION

When you have an account with us, you may review, change, or update your contact information by reaching out to us directly.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at appa@alpeanuts.com.