

## **Division of Marketing Services' Privacy Notice & Policy**

*Pursuant to Government code section 11019.9 all departments and agencies of the State of California, shall enact and maintain a permanent privacy policy, in adherence with the Information Practices Act of 1977 (Civil Code section 1798 et seq.). This policy has been developed and is maintained in accordance with the California Information Practices Act of 1977 (Title 1.8 [commencing with Section 1798] of Part 4 of Division 3 of the Civil Code), and Sections 11015.5 and 11019.9 of the Government Code.*

The CDFA, Division of Marketing Services, Market Enforcement Branch (MEB) and Dairy Marketing Branch (DMB), limits the collection of information to what is relevant and necessary to accomplish the lawful purpose of these Branches. In order to properly identify person(s) and business location(s) we need to know the names, addresses, and telephone numbers, among other things, to properly identify the person and business location. Information entered into these license renewal databases will assist the Branches identify the entity requesting license renewal.

Personal identifiable data will not be disclosed, made available, or otherwise used by CDFA, DMB and MEB for purposes other than those specified, except with the consent of the subject of the data, or as required by law or regulation. Civil Code §1798.24 contains a list of exceptions to the overall prohibition on disclosure of personal information. For a copy of the list of circumstances where disclosure is permitted, please contact the person responsible for the implementation of and adherence to this privacy policy specified below.

Personally identifiable information collected shall be relevant to the purpose for which it is needed. CDFA, DMB and MEB shall maintain in its records only personal information that is relevant and necessary to accomplish a purpose of the agency required or authorized by the California Constitution, statute, regulation, or mandated by the federal government. (Civil Code §1798.14)

MEB does publicly share some information via its licensee database listing, available at: [http://cdfa.ca.gov/mkt/meb/licensee\\_list.html](http://cdfa.ca.gov/mkt/meb/licensee_list.html).

DMB's licensee list is not available via the web, but available by contacting the Branch at: [http://cdfa.ca.gov/dairy/dairy\\_contact\\_main.html](http://cdfa.ca.gov/dairy/dairy_contact_main.html)

The general means by which personally identifiable data is protected against loss, unauthorized access, use, modification, or disclosure includes, but is not limited to, taking reasonable precautions to protect the personal identifiable information on individuals collected or maintained by the CDFA, DMB and MEB against loss, unauthorized access, and illegal use or disclosure. Personally identifiable information is stored in secure locations. Staff is trained on procedures for the release of information and access to such information is limited to those staff whose work requires it.

The position in CDFA responsible for the implementation of and adherence to this privacy policy is the Agency Information Security Officer at (916) 654-0442. If you have any questions regarding the Privacy Policy or Notice, please contact General Counsel by writing to (or calling):

California Department of Food and Agriculture, General Counsel  
1220 N Street  
Sacramento, CA 95814-5607  
(916) 654-0321