

PRIVACY POLICY

This Privacy Policy describes how SoMo, Inc. (“SoMo,” “we,” “our,” or “us”), collects, uses, protects, and discloses personal information about our customers, prospective customers, and visitors to our website at www.somoag.com (the “Site”). By using the Site or submitting your personal information to us, you accept the terms of this Privacy Policy and consent to our use of your personal information as provided in it.

We are committed to ensuring that your privacy is protected. If you provide personally identifiable information to us, such as upon registration with the Site, we will use that information only in accordance with this Privacy Policy.

We may amend or modify this Privacy Policy at any time in our sole discretion, with or without notice to you. Such amendments and modifications shall be effective upon posting on the Site. You are responsible for periodically reviewing this Privacy Policy, and your continued use of the Site following the effective date of any amendment or modification shall indicate your acceptance of the amended and/or modified provisions.

PERSONALLY IDENTIFIABLE INFORMATION

We will use personally identifiable information about you, such as your name, contact information, email address, and other demographic information that you provide us, in the administration of our business, in providing customer service, and in expanding and improving the Site and our products and services. We may use such information to send you notices about important changes to the Site and information about your registration, our products and services, items you have purchased, and other subjections for which you have requested information or that we think may be of interest to you. If we send you a promotional email, we will include in the email an option to unsubscribe from future promotional e-mail communications. We may use such information to send you text messages to market our products and services to you. We may retain and use for the above-described purposes the content of any email and/or text message communication that you send to us or to the Site and any information that you post to the Site.

NON-PERSONALLY IDENTIFIABLE INFORMATION

We may also collect information about your use of the Site using standard technology, including, for example, “cookies,” web server logs, and/or IP addresses. Such information is not collected or stored in a personally identifiable format. A “cookie” is a small file that a website places on your hard drive to analyze your use of that website. We use such information to improve the Site and our products and services. Most Internet browsers automatically accept “cookies,” but you can modify your browser settings to decline them. Such modification may, however, prevent your ability to fully use the Site.

Like many site operators, we collect information that your browser sends whenever you visit our Site. This data may include information such as your device's IP address, browser type, browser version, the pages of our Site that you visit, items from our Site you have placed in your cart, the time and date of your visit, the time spent on those pages, and other statistics.

In addition, we may use third-party services that collect, monitor, and analyze this type of information in order to increase our Site's functionality. These third-party service providers have their own privacy policies addressing how they use such information. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.]

DISCLOSURES TO THIRD PARTIES

We may have or establish relationships with third parties who assist us in our business operations, such as processing credit card payments, sending you communications on our behalf, or providing products and services on the Site. We may provide personally identifiable information about you to these third parties in connection with such relationships and will require them to use such information only for the purpose for which they are assisting us. Your personal information may also be transferred to a third party in the event such party acquires or merges with SoMo. We reserve the right to disclose your personal information to third parties as required by law or subpoena, to comply with a legal proceeding, process, or order, or to protect our legal rights or the safety of us or others when we believe that such disclosure is necessary. In addition to our direct collection of information, our third-party service vendors (such as credit card companies, clearinghouses and banks) who may provide such services as credit, insurance, and escrow services. We do not control how these third parties use such information. Some of these third parties may be intermediaries that act solely as links in the distribution chain, and do not store, retain, or use the information given to them. For more information about this type of advertising and how to opt out of targeted advertising from our advertising partners, go to www.aboutads.info.

We may provide personally identifiable information about you to 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>.

AGGREGATE OR DE-IDENTIFIED DATA

We may aggregate and/or de-identify information collected by the services or via other means so that the information is not intended to identify you. Our use and disclosure of aggregated and/or de-identified information is not subject to any restrictions under this Privacy Policy, and we may disclose it to others without limitation for any purpose, in accordance with applicable laws and regulations.

CHILDREN

We do not knowingly collect or maintain personally identifiable information from persons under 13 years of age without verifiable parental consent, and no part of the services are directed at persons under 13. If you are under 13 years of age, then please do not use the services. If we learn that personally identifiable information of persons less than 13 years of age has been collected without verifiable parental consent, then we will take the appropriate steps to delete this information. To make such a request, please contact us at postmaster@somoag.com.

SECURITY

In order to prevent unauthorized access to or disclosure of your personal information, we have in place reasonable physical, electronic, and managerial procedures to safeguard and secure the information that we collect. Due to factors beyond our control, however, we cannot fully ensure that third parties will not access, receive, or intercept your personal information without authorization. As an added measure of protection, you should not send us private information via email. Certain areas of the Site may use Secure Sockets Layer (SSL) to allow you to securely send us information. These areas will have a URL beginning with “https” instead of “http.”

LINKS TO AND FROM OTHER WEBSITES

This Site may contain links to other third-party websites, and third-party websites may link to this Site. Such websites are not governed by this Privacy Policy. We have no control over such websites or the use of your personal information once you access such websites, and we are therefore not responsible for protecting the privacy of your personal information once you access such websites and/or leave this Site. You access such third-party websites at your own risk, and you should review each website’s privacy policy.

ACCESS AND CHANGES TO YOUR INFORMATION

You may request further information about, or request access, changes, or deletions to your personal information, by contacting us at: postmaster@somoag.com.

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 order confirmations.

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://somoфарmandranch.com/wp-content/uploads/2023/10/Website-Terms-and-Conditions-of-Use-10.2.23.pages>.

YOUR CALIFORNIA PRIVACY RIGHTS

California law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those parties. If you are a California resident and would like to request this information, please submit your request in an email to postmaster@somoag.com.

TERMS AND CONDITIONS OF USE

This Privacy Policy is a part of the Terms and Conditions of Use for this Site. By using this Site, you agree to be bound by such Terms and Conditions of Use, which can be accessed by clicking this link:

<https://somofarmandranch.com/wp-content/uploads/2023/10/Website-Terms-and-Conditions-of-Use-10.2.23.pages>.

Effective Date: 08/31/2023