

## Crop-Side Marketing Privacy Policy

This statement discloses the privacy, security, and information management guidelines that serve as the basis for our Subscriber / User relationships concerning users of all **Crop-Side Marketing** websites and/or mobile app that display a link to this Privacy Policy and that are published by **Crop-Side Marketing**.

**Crop-Side Marketing** is committed to protecting your privacy. **Crop-Side Marketing** will not disclose personal information about you to any third party without your express consent. Please read the following to learn more about the **Crop-Side Marketing** privacy policy.

### 1. What information does Crop-Side Marketing collect?

- 1.1** By registering with **Crop-Side Marketing** or signing up to receive Service from **Crop-Side Marketing**, we will automatically add your email address into our **Crop-Side Marketing** email lists. **Crop-Side Marketing** uses our email lists to send you relevant content, some of which may contain information related to third party products and services, including webinars, educational booklets, and articles tailored to your perceived interests. **Crop-Side Marketing** does/will not share your email address with any third-party advertisers.
- 1.2** **Crop-Side Marketing** maintains logs that contain information on anonymous users such as IP address, browser type, operating system, and referring web page. **Crop-Side Marketing** uses this information to track usage and diagnose bugs. **Crop-Side Marketing** also gathers regular statistical information regarding site usage, browser information, OS, device and network information, and user interaction on our various websites and/or mobile app and services from all users without any personally identifiable information.
- 1.3** Website and/or applications and apps with logins require personal data, and, without such, gaining access may not be possible. This is true for **Crop-Side Marketing**, when you set up an account, **Crop-Side Marketing** collects personal data such as your name, address, company, cellphone number, telephone number, email address, username, and password.
- 1.4** We also collect information from third-party providers (e.g., if you log-in to our site using **Google**, **Facebook**, **Apple ID**, or another third-party log-in, you grant permission to the third-party to share your user details with **Crop-Side Marketing**). This will include your user ID, first name, last name, and email address which we will then use to create a **Crop-Side Marketing** account.
- 1.5 Device Information:**
  - 1.5.1** **Crop-Side Marketing** automatically tracks and collects data from the devices and applications you use to access our Services, such as IP addresses, domain servers, length of visit, and the pages you viewed, operating system version, device type, system, and performance information and browser type.
  - 1.5.2** **Crop-Side Marketing** may infer your geographic location based on your IP address or using your device's native features.

**1.5.3 Crop-Side Marketing** automatically logs your activity when you use our Services. These logs may identify features you use, the actions you take, and the information you access. This data is anonymous and does not personally identify you, but is helpful for marketing purposes or for improving our Services.

#### **1.6 Billing Information:**

**1.6.1** If you sign up for **Crop-Side Marketing** services and/or to attend a paid event or webinar, **Crop-Side Marketing** requires you to provide billing details, such as a name, address, telephone number, email address, and financial information corresponding to your applicable method of payment (e.g., ACH information).

**1.6.2 Crop-Side Marketing** does not accept credit card payments at this time, so we will not collect any data related to your personal credit card account. **Crop-Side Marketing** reserves the right to change our policy on accepting credit card payments and also reserves the right to collect data related your personal credit card should we begin accepting credit card payments in the future. In the event **Crop-Side Marketing** does begin accepting credit card payments, the collection of your personal credit card data would only occur if you decide to pay for **Crop-Side Marketing** services using your personal credit card.

#### **1.7 Event Registration Information.**

**1.7.1** If you elect to attend an event hosted and/or attended by **Crop-Side Marketing** (e.g., training, webinar, conference, etc.), **Crop-Side Marketing** may collect personal data, such as your name, address, company, telephone number, email address, billing information, and other information.

**1.7.2** You can choose not to provide **Crop-Side Marketing** with certain information, but then you may not be able to register with **Crop-Side Marketing** or take advantage of some features (e.g., receipt of emails regarding event details, electronic copies of event materials, etc.).

#### **1.8 Survey Data:**

**1.8.1 Crop-Side Marketing** may occasionally post surveys on our sites. Participation in **Crop-Side Marketing** surveys is voluntary, and information collected from surveys will be used to improve **Crop-Side Marketing** Subscriber/User experience and our services.

#### **1.9 Other Data:**

**1.9.1 Crop-Side Marketing** may collect your personal information or data if you submit that information or data to **Crop-Side Marketing** in other contexts such as sales inquiries, customer support requests, personal consulting meetings, feedback forms, paperwork completed in the normal course of business, etc.

**1.9.2 Crop-Side Marketing** does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

## 1.10 Email and SMS Information:

**1.10.1 Crop-Side Marketing** records the time and date a user opts-in or opts-out of email lists as well as the source of the subscription (which form was used to sign up), your name, email address, and IP.

**1.10.2 Crop-Side Marketing** may track interaction within any email sent such as opens or click-throughs as well as the email client used (e.g., Gmail, Yahoo, Outlook, etc.) and/or device and Operating System.

**1.10.3 SMS Information: Crop-Side Marketing** By providing your mobile number, you agree to receive texts from Crop-Side Marketing. Msg & data rates may apply. Reply STOP to unsubscribe.

**1.10.4 SMS Information:** No mobile information will be sold nor shared with third parties for promotional or marketing purposes. End Users may Opt-Out to stop at anytime.

## 2. Transfer and Use of Subscriber/User Data

**2.1 Crop-Side Marketing** will only transfer, store, and process Subscriber/User data in the United States.

**2.2 Crop-Side Marketing** does not currently conduct any business and/or operations in any other country so your information and data will not be transferred, stored, or processed in any other country. **Crop-Side Marketing** reserves the right to change our business model to include conducting business and/or operations in other countries. In the event the **Crop-Side Marketing** business and/or operations model does change to include other countries, **Crop-Side Marketing** also reserves the right to change how we transfer, store, and process Subscriber/User data.

**2.3 Crop-Side Marketing** may share Subscriber/User data with regulatory bodies.

**2.3.1 Crop-Side Marketing** will comply with any / all applicable Federal and State laws and/or regulations associated with the business we conduct and services we offer.

**2.3.2** In the event **Crop-Side Marketing** is required by law and/or regulation or at the request of a Federal and/or State Agency acting within their authority to provide Subscriber/User information, **Crop-Side Marketing** will only provide what is required within the law, regulation and/or the request received from the Federal and/or State Agency.

## 3. Setting your preferences and opting in and out of email communications from Crop-Side Marketing?

**3.1** When you create your **Crop-Side Marketing** Account you set your preferences for a variety of things including email preferences. You can use those settings to opt-in or out of email communications from **Crop-Side Marketing**. You can also change your preferences through the **Crop-Side Marketing** Account Management portal within **Crop-Side Marketing** system when you are logged in.

**3.2 Crop-Side Marketing** does not typically send promotional email communications. In the event **Crop-Side Marketing** does send those types of emails, **Crop-Side Marketing** will include an unsubscribe link at the bottom of the email where you can opt-out of future marketing communications.

**4. Crop-Side Marketing takes appropriate measures to protect its content and Subscriber/User information to prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information.**

**4.1 Crop-Side Marketing** has put in place commercially reasonable physical, electronic, and managerial procedures to protect the information we collect online, including security for ACH payment submissions.

**4.2 Crop-Side Marketing** cannot guarantee that these commercially reasonable precautions will create an “absolute” protection of your personally-identifying information. You must understand that there will always be some risk that any personally identifying information that you provide to **Crop-Side Marketing** may be released without **Crop-Side Marketing** permission or knowledge.

**5. What does Crop-Side Marketing do with the information it gathers and/or tracks?**

**5.1 Crop-Side Marketing** uses information for the following general purposes:

- 5.1.1** Fulfilling your requests for products and services,
- 5.1.2** Processing and collecting your payments,
- 5.1.3** Fulfilling orders and contractual obligations,
- 5.1.4** Fulfilling customer support requests,
- 5.1.5** Customizing the advertising and content you see,
- 5.1.6** Improving our services,
- 5.1.7** Contacting you,
- 5.1.8** Conducting research, and
- 5.1.9** Providing trend reporting for internal and external clients

**5.2 Crop-Side Marketing** may send you certain communications relating to **Crop-Side Marketing** services, such as service announcements, administrative messages, and any videos or newsletters, which are considered part of your **Crop-Side Marketing** account.

**6. With whom does Crop-Side Marketing share the information it gathers and/or tracks?**

**6.1 Crop-Side Marketing** may share user information it gathers, in aggregate or statistical form, which does not identify individuals nor include personal information, with advertisers and other partners. **Crop-Side Marketing** utilizes email service providers for its commercial email communications which requires providing personal information, such as email addresses, to the email service providers to use their service to send commercial emails. **Crop-Side Marketing** of personal information.

**6.2 Crop-Side Marketing** may share information about you, including personally identifying information, if sought by legal process or requested by law enforcement, or to protect the rights and

property of **Crop-Side Marketing** or the safety of our users or the public, or to protect against unauthorized use of our site.

**6.3** In the event **Crop-Side Marketing** is acquired by another company or otherwise merged into another company, we will transfer the collected registrant and user information subject to this policy to a successor. If information will be subject to a materially different privacy policy, **Crop-Side Marketing** or its successor may provide notice.

## **7. How long does Crop-Side Marketing store the data it collects?**

**7.1 Crop-Side Marketing** can store user data for the life of the service starting from its release date.

**7.2** Personal data can be stored indefinitely or until a request has been made to delete the data.

## **8. Security Breach Notification**

**8.1** In the event of a security breach that exposes your personal information, **Crop-Side Marketing** will notify you that there has been a breach of the system containing your Personal Information and related details. The notification will be done as quickly as possible.

**8.2** In the event of a security breach that exposes your personal information, **Crop-Side Marketing** will report to any required authorities that there has been a breach of the system containing your Personal Information and related details. The notification will be done as quickly as possible.

## **9. What information do third-party advertisers gather and collect?**

**9.1** Third-party companies which place advertising on **Crop-Side Marketing** may collect information about you when you view or click on their advertising through the use of their cookies or other tracking technologies, which may include delivering targeted advertisements and marketing messages based upon the third-party website and/or applications that you visit, or through other purposes.

**9.2 Crop-Side Marketing** cannot control this collection of information and are not responsible for the privacy policies and data collection, use, and disclosure practices of these third-party advertisers. You should contact these third-party advertisers directly if you have any questions about their use of the information that they collect from you.

**9.3** Google/DoubleClick DFP is the **Crop-Side Marketing** third-party ad server. If you would like to know more about their information gathering practices and opt-out procedures, please see <http://www.google.com/policies/technologies/ads/>. Also, if you would like more information about this practice and to know your choices about not having this information used by these companies, please see [http://www.networkadvertising.org/consumer/opt\\_out.asp](http://www.networkadvertising.org/consumer/opt_out.asp).

## **10. California Privacy Rights & Do Not Sell My Personal Information**

**10.1** Crop-Side will comply with the California Consumer Privacy Act (CCPA) also known as AB-375.

**10.2** The CCPA provides California residents with the following rights (the following is copied from <https://leginfo.ca.gov/>):

**10.2.1** The right of Californians to know what personal information is being collected about them;

**10.2.2** The right of Californians to know whether their personal information is sold or disclosed and to whom;

- 10.2.3 The right of Californians to say no to the sale of personal information;
- 10.2.4 The right of Californians to access their personal information;
- 10.2.5 The right of Californians to equal service and price, even if they exercise their privacy rights.
- 10.2.6 The right to request that a business delete any personal information about the consumer which the business has collected from the consumer.

10.3 I am a California resident, how do I delete any personal information stored on me or request more information?

10.3.1 To exercise your California rights and request any of the actions or information under the California Consumer Privacy Act (CCPA), contact **Crop-Side Marketing** by Priority Mail, Certified Mail, Return Receipt Requested to **Crop-Side Marketing**, addressed to "ATTN: California Consumer Privacy Act".

10.3.2 The **Crop-Side Marketing** address is: 310 S 7th Street, Fairbury, Illinois, 61739, United States.

10.3.3 To request more information you can use any of the contact methods offered on the **Crop-Side Marketing** website or by mail as outlined in 10.3.1 above. **Crop-Side Marketing** will do our best to reply to all inquiries for information within 10 business days of the receipt of each request.

## 11. Use of Cookies

11.1 The **Crop-Side Marketing** website uses "cookies" to help you personalize your online experience.

11.2 A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

11.3 One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize **Crop-Side Marketing** pages, or register with **Crop-Side Marketing** site or services, a cookie helps **Crop-Side Marketing** to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same **Crop-Side Marketing** Web site, the information you previously provided can be retrieved, so you can easily use the **Crop-Side Marketing** features that you customized.

11.4 You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the **Crop-Side Marketing** services or websites you visit.

## 12. General

- 12.1 Crop-Side Marketing** reserves the right to and will occasionally update this Privacy Policy to reflect company and customer feedback. **Crop-Side Marketing** encourages you to periodically review this Policy to stay informed of how **Crop-Side Marketing** is protecting your information.
- 12.2 Crop-Side Marketing** welcomes your comments regarding this Privacy Policy. If you would like to offer suggestions or point out items that may be of concern or confusing, you can use any of the contact methods offered on the **Crop-Side Marketing** website or by mail as outlined in 10.3.1 above. **Crop-Side Marketing** will do our best to reply to all inquiries for information within 10 business days of the receipt of each request.
- 12.3** If you believe that **Crop-Side Marketing** has not complied with or adhered to this Policy, you can use any of the contact methods offered on the **Crop-Side Marketing** website or by mail as outlined in 10.3.1 above. **Crop-Side Marketing** will do our best to reply to all inquiries for information within 10 business days of the receipt of each request.

Version: 02\_16\_21