

# Privacy Policy

FarmRaise Inc. (“We”, “Our”, “Us”) respect your privacy. This privacy policy describes the ways We collect and process personal information related to you, as a visitor to Our marketing website and as a user of Our digital platform aimed at simplifying funding for your farm (collectively: the “Service”) and the rights and options available to you with respect to the handling of such information.

## A Summary of The Policy

**The Personal Information That We Collect and Use** – We collect the information that you provide Us through the Service. [Read more.](#)

**What Do We Do with Personal Information?** We maintain the Service, enhance it better and protect Us and the Service from misuse and law violations. [Read more.](#)

**How Do We Share Personal Information?** We share Personal Information with Our service providers such as analytics and marketing communication providers. We may disclose Personal Information to others, for example where required by law. [Read more.](#)

**Aggregated and Analytical Information** - Aggregated data is not identifiable. We use standard analytical tools for legitimate business purposes. [Read more.](#)

**Your Choice** - You may opt-out of Our mailing lists and terminate your use of the Service. Our Service does not respond to Do Not Track (DNT) signals. If you are a California resident, you are entitled to your California privacy rights. [Read more.](#)

**Accessing Your Personal Information** - At any time you can request access to Personal Information related to you. [Read more.](#)

**Data Retention** - We retain Personal Information for as long as necessary to fulfill the purposes of using such information under this policy and as permitted by law.

**Cookies and Trackers** - We use cookies to make it easier for you to log-in to the Service and to facilitate the Service activities. [Read more.](#)

**Information Security** - We implement physical, electronic and organizational procedures to secure Personal Information related to you from loss, misuse, unauthorized access or disclosure, alteration or destruction. [Read more.](#)

**Changes to this Privacy Policy** - We will update Our policy from time to time after giving proper notice. [Read more.](#)

**Contact Us**- Please contact Us at: [info@farmraise.us](mailto:info@farmraise.us) for further information.

## **The Personal Information That We Collect and Use**

We collect and store the following information:

Information that you provide Us through the Service for example when you take Our eligibility quiz or when you fill in your contact details on the 'contact us' tab. Such information includes your contact details, the location of your farm and information related to your economic status.

When you register to Our Service and create an account, you will be requested to provide Us further information which is required to assess your funding eligibility and to submit your application with the relevant funding programs. Such information includes your social security number, tax identification number and additional business information related to your farm.

We also collect traffic data that users' online activities generate such as IP addresses, browser information, session durations and viewed pages.

## **What Do We Do with Personal Information?**

We will use Personal information -

- to operate and enable the Service;
- to contact and communicate with you;
- to improve and customize users' experience with the Service;
- to send Service-related updates, notices and announcements;
- to protect the rights of Our employees, users, suppliers, business partners, and Our own rights;
- to enforce Our legal terms for using the Service;
- to take any action in any case of dispute, or legal proceeding;
- to prevent and remediate fraud, misappropriation, infringements, identity theft, cyber-attacks and other illegal activities and misuse of the Service; and
- to comply with any requests and orders of law enforcement agencies and authorities.

## **How Do We Share Personal Information?**

We do not sell, rent, lease or otherwise provide Personal Information to third parties. We share this information with third party service providers to help Us operate, manage and protect the Service and Our operations. These service providers provide Us with services such as analytics and marketing communication.

We also share Personal Information with respective funding programs as part of the funding application process. We use the standard analytics tools of Google Analytics and We may use additional or other

analytics tools, from time to time. The privacy practices of these tools are subject to their own privacy policies. See Google Analytics Privacy Policy at: <http://www.google.com/analytics/learn/privacy.html>.

We may disclose Personal Information with or without notice (a) if required by a subpoena or other judicial or administrative order; (b) where required by law; or (c) at Our sole discretion, where We deem it necessary to protect the safety of any individual, the general public, or to prevent violations of Our rights or the rights of third parties.

A merger, acquisition or any other structural change may require Us to transfer Personal Information to another entity, as part of the structural change, provided that the receiving entity will not provide a lesser protection for Personal Information related to you, then the level of protection under this policy.

## **Aggregated and Analytical Information**

We may use anonymous, statistical and aggregated data that We derive from Personal Information related to you, to drive insights, statistics, trends and predictions for Our internal use and We may share it with third parties.

## **Your Choice**

We will give you choices about the ways We use and share Personal Information related to you, and We will respect the choices you make. We will offer you the opportunity to choose whether Personal Information related to you is (a) to be disclosed to a third party; or (b) to be used for a purpose other than the purpose for which it was originally collected.

Termination of your FarmRaise account is subject to the terms of your subscription agreement with Us.

At any time, you may opt-out of Our mailing list, or request that Personal Information related to you will not be shared with third parties, by contacting Us. It may take up to ten (10) business days for your opt-out request to take effect. Please note that certain opt-out requests may require Us to terminate your account, for example, if transferring your personal details to a third-party provider is essential to provide the Service.

You can exercise your choices by contacting Us at: [info@farmraise.us](mailto:info@farmraise.us).

We request and collect Personal Information that We need for the purposes described in this policy. At any time, you can stop using the Service. Thereafter, We will stop collecting Personal Information related to you.

However, We may store and continue using or making available certain Personal Information related to you. For further information, please read the Data Retention section in this policy.

Some web browsers offer a "Do Not Track" ("DNT") signal. A DNT signal is a HTTP header field indicating your preference for tracking your activities on the Service or through cross-site user tracking. Our Service does not respond to DNT signals.

## **Your California Privacy Rights**

If you are a California resident, California Civil Code Section 1798.83 permits you to request in writing a list of the categories of personal information relating third parties to which We have disclosed certain categories of personal information during the preceding year for the third parties' direct marketing purposes. To make such a request, please contact Us at: [info@farmraise.us](mailto:info@farmraise.us).

## **Accessing Personal Information**

If you find that Personal Information related to you is not accurate, complete or up-to-date, please provide Us the necessary information to correct it.

At any time, you can contact Us at: [info@farmraise.us](mailto:info@farmraise.us) and request to access the Personal Information that We keep about you. We will ask you to provide Us certain credentials to make sure that you are who you claim to be and to the extent required under applicable law, will make good-faith efforts to locate the Personal Information that you request to access.

If you are eligible for the right of access under applicable law, you can obtain confirmation from Us of whether We are processing Personal Information related to you, and receive a copy of that data, so that you could –

verify its accuracy and the lawfulness of its processing;

request the correction, amendment or deletion of Personal Information related to you if it is inaccurate or if you believe that the processing of Personal Information related to you is in violation of applicable law.

## **Data Retention**

We retain Personal Information for as long as necessary to fulfill the purposes of using such information under this policy and as permitted by law.

We will keep aggregated non-identifiable information without limitation, and to the extent reasonable, We will delete or de-identify potentially identifiable information, when We no longer need to process the information in an identifiable form.

## **Cookies and Trackers**

Cookies are small files that a web server sends to a user's device, when the user browses online.

Your device removes session cookies when you close your browser session. Persistent cookies last for longer periods. You can view the expiry date of each cookie, through your browser settings.

We use both types. We use persistent cookies to remember your log-in details and make it easier for you to log-in the next time you access the Service. We use this type of cookies and Session Cookies for

additional purposes, to facilitate the use of the Service's features and tools, and to improve the user's experience with Our Service, for web analytics and for marketing purposes.

Every browser allows you to manage your cookies preferences. You can block or remove certain or all cookies, through your browser settings. Please bear in mind that blocking or removing cookies may impact your user experience with Our Service. For example, disabling or blocking Our cookies will require you to re-enter your log-in details, or even prevent you from using features of the Service.

You can find more information about cookies and other online tracking technologies through the US Federal Trade Commission website at: <https://www.consumer.ftc.gov/articles/0042-online-tracking>.

You can find instructions on how you can opt out of receiving targeted advertising at: <http://www.networkadvertising.org/choices/#completed>.

## **Information Security**

We maintain the confidentiality of Personal Information related to you and We take reasonable steps to ensure that the Information is accurate, complete, current and reliable for its intended use. We take reasonable measures to protect Personal Information related to you from loss, misuse and unauthorized access, disclosure, alteration and destruction.

We have put in place appropriate physical, electronic and organizational procedures to safeguard and secure Personal Information related to you from loss, misuse, unauthorized access or disclosure, alternation or destruction.

These measures provide sound industry standard security. However, although We make efforts to protect your privacy, We cannot guarantee that the Service will be immune from cyber-attacks, malicious activities, malfunctions, honest mistakes or other types of abuse and misuse.

## **Changes to this Privacy Policy**

From time to time, We will need to update this policy. If the updates have minor - if any - consequences, they will take effect 7 days after We post a notice on the Service's website or after We send you the notice through email. Substantial changes will be effective 30 days after We initially posted Our notice.

Until the new policy takes effect, you can choose not to accept it and terminate your use of the Service. Continuing to use the Service after the new policy takes effect means that you agree to the new policy. Note that if We need to adapt the policy to legal requirements, the new policy will become effective immediately or as required.

## **Contact Us**

Please contact Us at: [info@farmraise.us](mailto:info@farmraise.us) for further information.

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