

## FARM SHOTS PRIVACY POLICY

FarmShots (“FarmShots,” the “Company,” “we,” “ours,” “us”) respects and values your privacy, and we are committed to protecting it through our compliance with this policy. This policy describes the types of information we may collect from you or that you may provide when you visit or utilize [www.farmshots.com](http://www.farmshots.com) (the “Site”) or our FarmShots mobile application, if any and when available (the “Application”) (each being a component of the “Service”), as well as our practices for collecting, using, maintaining, protecting, and disclosing that information.

By accessing or using the Service, you fully agree to all the terms of this Policy. If you do not agree with our policies and practices, you must not use the Service. This policy may change from time to time. Your continued use of this Service after such changes are made is deemed to be acceptance of those changes. It is your responsibility to check this policy periodically for updates. Any capitalized terms used herein that are not defined herein shall be given the meaning ascribed to them in our Terms of Use.

1. **How this Privacy Policy Applies.** This policy applies to information we collect: (1) on this Site; (2) in any electronic communication between you and the Service; (3) through the Application, which provides off-browser interaction between you and this Site; and (4) through any desktop application you download, if any and when available, which provides off-browser interaction between you and this Site; (5) when you interact with our advertising and applications on third-party websites and services, if those advertisements or applications include links to this policy. This policy does NOT apply to information collected by: (1) us offline or through any other means, including on any other website or Service operated by the Company or any third party (including our affiliates and subsidiaries); or (2) any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or through the Service.

2. **Not Intended for Children Under Age 13.** The Service is not intended for children under 13 years of age. No one under age 13 may provide any information to the Site. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Site or on or through any of its features, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use]. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@farmshots.com](mailto:info@farmshots.com).

3. **Types of Information We Collect.** Like many other online services, FarmShots collects various information from its users (“Users”). We, along with any third-party companies or individuals with whom we work, may collect information directly and voluntarily from you

when you use the Service. We consider the information we collect in two broad categories: “Non-Personal Information” and “Personal Information.”

**a. Personal Information.** Personal Information is generally information that can be used to identify you, either by itself or in conjunction with other information. Personal Information includes, without limitation:

- Your name, postal address, e-mail address, telephone number, farming data, and Internet Protocol (“IP”) address;
- Information and content that you provide or upload for use in connection with the Service, which may include photographs, data, text, graphics, audio recordings, or other information;
- Demographic information such as date of birth, gender, and geographic area, when that information is linked to other Personal Information or Non-Personal Information that allows that individual to be identified;
- Information or content that you download in conjunction with your use of the Service;
- Service use information, such as log in and log out times; and
- Payment or bank account information.

**\*The preceding list of information we may collect is illustrative, not exhaustive.**

**b. Non-Personal Information.** Non-Personal Information includes information that is about you but does not identify you personally, such as, without limitation:

- anonymous usage data, general demographic information we may collect;
- referring/exit pages and URLs;
- platform types; and
- preferences you submit and preferences that are generated based on the data you submit and number of clicks.

We may also collect information from you that is about your internet connection, the equipment you use to access our Site, and usage details, including but not limited to:

- browser type,
- internet connection,
- the equipment used to access the Service,
- language preference, referring site,
- additional websites requested, and
- the date and time of each user’s request

4. **Location Information.** We may, from time to time, track use location through IP logging for security and fraud prevention purposes.

**5. How We Collect Information.** We collect information from you in the following ways: (a) Directly from you when you provide it to us; (b) Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies; and (c) From third parties.

**6. Automatic Data Collection and How We Use It.** In an effort to improve the quality of the Service, the Company and our service providers may track information provided to us by your device or browser, or by our analytics tools when you use the Service. As you access, use, and interact with the Service, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to the Site and Application, including traffic data, location data, logs, the device from which you connected to the Service, website you came from (known as the “referring URL”), and other communication data and the resources that you access and use on the Site and Application;
- Information about your computer and internet connection, including your IP address, operating system, and browser type;

The information we collect automatically is statistical data and does not/may include personal information, but/or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve the Site or Application, and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize the Service according to your individual interests.
- Speed up your searches.
- Recognize you when you return to the Site or Application.

**7. What Kind of Automatic Data Collection Technologies We May Use.** The technologies we use for the automatic data collection described above may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of the Service. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to the Site.
- Flash Cookies. Certain features of the Service may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- Web Beacons. Components of the Service [and our e-mails] may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the

popularity of certain website content and verifying system and server integrity).

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

**8. How we Use Personal Information.** Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent, or otherwise share for marketing purposes your Personal Information with third parties without your consent. We may share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided access to user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy. \*The following is a **non-exhaustive** list.

We may use your Personal Information to:

- Communicate with you. For example, we use Personal Information to contact Users in response to questions, solicit feedback from Users, provide technical support, and inform Users about promotional offers.
- Facilitate and carry out the functions of the Service;
- Verify your identity, including during account creation and password reset processes;
- Enforce our Terms of Service and other policies, and preventing prohibited or illegal activities, or violations of our Terms of Service;
- Improve the Service, including by customizing your user experience;
- Provide targeted marketing, provide service update notices, and deliver promotional offers based on your communication preferences;
- Administer referral programs, rewards, surveys, contests, or other promotional activities or sponsored events;
- Comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements;
- For any other purpose disclosed to you and to which you consent.

**9. How we Use Non-Personal Information.** In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion. In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any

acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

**10. How We Disclose Information.** We may disclose aggregated information about our users and any information that does not identify any specific individual, without restriction. We may also disclose any Personal Information or Non-Personal Information you share with us for the purpose of facilitating and carrying out the Service. We may also disclose your personal information: (1) to comply with any court order, law, or legal process, including to respond to any government or regulatory request; (2) to ensure compliance with our terms of use [www.farmshots.com/terms.html](http://www.farmshots.com/terms.html) and other agreements, such as billing; and (3) to protect the rights, property, or safety of the Company, our customers, or others. In addition, we retain the right to share your personal information with other companies and organizations for purposes of fraud protection.

**11. Third Party Use of Cookies and Other Tracking Technologies.** Certain third party services or applications may be given access to data (which may include personally identifiable information) from your account or generated in connection with your use of the Service in accordance with this Privacy Policy, such as if we share data with any third party service provider or vendor for the purpose of facilitating the Service. While we will only disclose information to such third parties in accordance with the terms of this Privacy Policy and as necessary to facilitate the Service, we cannot control or verify how any such third parties may collect, use, or track information. FarmShots shall not be responsible or liable for the policies or practices of any third party service provider. Users are strongly encouraged to review the terms of use and privacy policies of any third party application or service with which they integrate or otherwise use in connection with the Service.

**12. Data Security.** We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks, and the Company shall not be responsible for the circumvention of any of the Service's privacy settings or security measures.

**13. California Privacy Rights.** California Civil Code Section § 1798.83 permits users of our Service that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a

request, please send an e-mail to [info@farmshots.com](mailto:info@farmshots.com) or write us at: 3101 Glenwood Avenue, Raleigh NC 27612.

**14. Links to Other Websites.** As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

**15. Changes to Our Privacy Policy.** We reserve the right to change this policy and our Terms of Use at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect thirty (30) days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

**16. Do Not Track Disclosure.** You may set your web browser to transmit a “Do Not Track” signal to websites and online services you visit. At this time, FarmShots does not respond to or alter its practices when it receives a Do Not Track signal from a user’s web browser. For information about Do Not Track, visit [www.allaboutdnt.org](http://www.allaboutdnt.org).

**17. Contact Us.** If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [info@farmshots.com](mailto:info@farmshots.com).