

UPDATED 12/31/16



FARMOBILE PRIVACY POLICY

Farmobile LLC, a Kansas limited liability company (“Farmobile,” “we,” “us,” or “our”), is committed to informing you about its practices regarding personally identifiable information you may provide us via the website and related software and services (collectively, the “Website”). Farmobile believes it is important for you to know how we treat your personally identifiable information collected via the Website. This Privacy Policy (“Privacy Policy”) governs the manner in which Farmobile collects, uses, maintains and discloses information collected from you when you use the Website. YOU SIGNIFY YOUR ASSENT TO THIS PRIVACY POLICY BY USING THE WEBSITE. PLEASE DO NOT ACCESS OR USE THE WEBSITE OR USE ANY OF OUR PRODUCTS OR SERVICES IF YOU DO NOT AGREE TO THIS PRIVACY POLICY.

CHILDREN’S PRIVACY

The Website is not directed at children under 13 years of age, and Farmobile does not knowingly collect personally identifiable information from children under 13 years of age via the Website. If you believe we have information about a child under 13 through improper means, please notify us at legal@farmobile.com.

THE INFORMATION FARMOBILE COLLECTS

INFORMATION YOU GIVE TO US.

The personally identifiable information (“Personal Information”) collected on or through the Website can include some or all of the following: your name, address, telephone number(s), email addresses, text messaging information and other contact information associated with electronic or digital messaging methods, vehicles and interaction, payment information, demographic information, and any other information or content you may voluntarily provide.

INFORMATION WE COLLECT AUTOMATICALLY

Whenever you access or use the Website, we may automatically receive and record information from your computer or mobile device, which may include: the device you use to access or use our products and services, your IP address, the type of browser or application you are using to access our products and services, the identity of the page or feature you are requesting, referring and exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit, and number of clicks (collectively, “Non-Identifiable Data”). We also collect information through the use of cookies, web beacons, and other technology. See the section labeled “Tracking Technologies and Do Not Track Signals” below for more details.

USE OF INFORMATION

WE MAY USE YOUR PERSONAL INFORMATION:

to understand your use of the Website and to make improvements to our Website and our other products and services (including, without limitation, any other existing and future products and services);

- to fulfill our service offerings;
- to register you for online activities such as online ordering, mobile registration, or any other online interactive activities;
- to respond to specific requests from you;
- to provide tailored information and features regarding your use of the Website;
- to provide any necessary notices to you if situations prompt such notification;
- to protect the security or integrity of the Website if necessary;
- to administer the Website in general, and
- to promote and market Farmobile and our related sponsors, partners and businesses, and various products and services and to assist in the business planning, marketing, advertising and sales efforts of the foregoing parties.

Information collected from you may also be used to ensure compliance with certain terms and conditions and agreements entered between you and Farmobile as well as to prevent unauthorized use or disclosure of Content downloaded or otherwise accessed via the Website.

NON-IDENTIFIABLE DATA

We may use and share Non-Identifiable Data (e.g. non-personal, de-identified information that can't be used to identify you) for any lawful business purpose without any obligation or accounting to you. When we do so, we will take reasonable measures to ensure that the Non-Identifiable Data is not personally identifiable and cannot later be used to identify you.

MARKETING COMMUNICATIONS

We may communicate with you through email and notices via the Website. These may include a series of welcome emails which help inform new Users about various features of the Website, emails and confirmations regarding actions taken by you on the Website or orders placed by you through the Website, and notices relating to the proper functioning of the Website or your account. We may use your Personal Information to send you promotional information, products and services offered by third parties that we feel may be of interest to you. The Personal Information you provide will allow us to alert you to new developments, features and enhancements, special offers, upgrade opportunities, news and general offers. We strive to limit use of the information you provide to those offers that we think you would appreciate receiving. We may send Farmobile electronic communications via email or the Website that may contain information regarding third-party products or services; however, this doesn't mean that we've traded your Personal Information to any party.

DISCLOSURE OF YOUR PERSONAL INFORMATION

We will only share or disclose your personal information for the purposes described below:

WITH YOUR CONSENT

We may share your personal information when we have your consent. You can revoke your consent at any time by providing notice to us at legal@farmobile.com.

SERVICE PROVIDERS

Farmobile may share Personal Information collected through your use of this Website with its partners and affiliates. Additionally, Farmobile may engage service providers to perform various functions relating to the Website, and those service providers may have access to your Personal Information in order to perform those functions. Unless we tell you differently, they do not have any right to use your Personal Information beyond what is necessary to assist us.

PROTECTION OF FARMOBILE

We may also disclose your personal information at the request of law enforcement or government agencies or in response to subpoenas, court orders, or other legal process to establish, protect, or exercise our legal or other rights or to defend against a legal claim or as otherwise required or allowed by law. We may disclose your personal information in order to protect the rights, property, or safety of a user or any other person. We may disclose your personal information to investigate or prevent a violation by you of any contractual or other relationship with us or your illegal or harmful activity.

BUSINESS TRANSFERS

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. Any acquirer of our assets may continue to process your personal information as set forth in this Privacy Policy.

REMOVAL, SHARING AND REVISION OF PERSONAL INFORMATION

If your Personal Information changes, or if you no longer desire to receive non-account specific information from us, we will endeavor to provide a way to correct, update and/or remove your previously provided Personal Information. This can be done by emailing a request to us at legal@farmobile.com or using the functionality contained in the Website (if any). Additionally, you may request access to your Personal Information as collected by us by sending a request to us as set forth above. Otherwise, we will retain your Personal Information for as long as your account and use of the Website remain active and for a period of time after that in order to provide you with the unique functionality of the Website.

PERSONAL INFORMATION, DISCLOSURE, OPT-OUT

You always have the option to opt-out of having your Personal Information disclosed by us to third parties that are not our agents or service providers. If you would like to opt-out of such further disclosures or direct marketing, please contact us at legal@farmobile.com or use the

opt-out mechanisms (if any) contained in the Website. Please note that, even if you so opt-out, your Personal Information may still be disclosed to third parties to the extent that you affirmatively provide it to third parties using the Website (e.g., by posting it using functionality in the Website).

YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83 permits users that are residents of California to request certain information regarding Farmobile disclosures of personally identifiable information to third parties for such third parties' direct marketing purposes. If user is a California resident and would like to make such a request, please email Farmobile at legal@farmobile.com.

TRACKING TECHNOLOGIES AND DO NOT TRACK SIGNALS

The Website uses cookies and web log files to track usage. A cookie is a tiny data file that resides on your device web browser that allows us to recognize you when you use the Website using the same web browser. Like the information you enter during account registration, cookie and log file data us used to customize your experience using the Website. One type of cookie, known as a "persistent" cookie, is set once you have logged in to the Website. The next time you use the Website, the persistent cookie will allow us to recognize you so you will not need to log in before using the Website. Another type of cookie, called a "session" cookie, is used to identify a particular session with the Website. Session cookies expire after a short time or when you close the Website. You can choose to disable cookies, however this will prevent you from utilizing certain functionality of the Website. Farmobile does not recognize "do not track" signals.

PROTECTION OF PERSONAL INFORMATION

The Personal Information we collect from you is protected using industry standard security measures. In order to secure your Personal Information, access to your data is password-protected, and sensitive data is protected by SSL encryption when it is exchanged with the Website. However, no security measures are perfect or impenetrable, and we cannot guarantee that the information submitted to, maintained on or transmitted from our systems will be completely secure. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website by other users or third parties. As such, we recommend that you use caution whenever submitting Personal Information online. In the event you include your Personal Information as part of content that you post or upload to the Website, such information may be made available to any parties using the Website and/or such content. We may, but do not have the obligation to, edit or otherwise remove such information from the content before it is posted on the Website. If you do not wish to have your Personal Information made available in this manner, you must remove any such information from your content before posting. Your contact information (which may include, without limitation, your username and email address) may be included with any content that you post via the Website. We are not liable for any damages caused or incurred due to Personal Information made available in the foregoing manners.

INTERACTION WITH OTHER SERVICES

The Website may contain links to other applications, websites, and services that we may not own or operate. We cannot control, nor are we responsible for, the privacy practices or content of external services and applications. We encourage you to read the privacy statements of each and every external application, website and or service that collects Personal Information from you. This Privacy Policy applies solely to Personal Information collected on this Website.

LINKS AND THIRD PARTY WEBSITES

We are committed to safeguarding the information you entrust to us and we believe that you should know how we utilizes the information we collect from you. Please note that the Website may contain links to other websites, and the Website may allow you to download or otherwise access content and data (including software), controlled by third parties. We are not responsible for the privacy practices of these or any other websites, content, or data controlled or provided by third parties and you access and utilize such content, data, and websites entirely at your own risk and expense. We strongly recommend that you review the privacy and other practices governing any other websites that you choose to visit and any content or data you wish to download or otherwise access.

USERS OUTSIDE OF THE UNITED STATES

Farmobile is based and this Website is hosted in the United States of America. If you are from the European Union, Canada or other regions of the world with laws governing data collection and use that may differ from U.S. law, please note that any Personal Information that you provide to Farmobile may be transferred to or utilized by Farmobile, its affiliates, and its service providers in the United States. Any such Personal Information provided may be processed and stored in the United States by Farmobile or a service provider acting on its behalf. The terms of this Privacy Policy apply to all users of the Website. If you do not agree with the terms of this Privacy Policy, you should immediately cease the use of the Website.

PRIVACY POLICY EFFECTIVE DATE AND NOTICE OF CHANGES

This Privacy Policy was last updated as of the date written above. We reserve the right to change, modify, add or remove portions of this Privacy Policy at any time and at our sole discretion by posting such changes to this page. We will post a notice of modifications to this Privacy Policy and we will attempt to notify you through your account and by email, however, you agree to periodically check this Privacy Policy for such changes. Changes will become effective immediately but will not apply retroactively. If you do not agree to the modified Privacy Policy, you should immediately discontinue your use of the Website and our products and services. If we decide to use your Personal Information in a manner different than first communicated, we will notify you by email. In the event that we go through a business transition, such as a merger, another company acquires Farmobile or our affiliates, or we sell a portion of our assets, your Personal Information will, in most instances, be part of the assets transferred. We will endeavor to inform you of any exchange and its effects via notice on our Website. If as a result of a business transition, your Personal Information will be used in a

manner different from that stated at the time of collection, you will be given the choice to opt out.

CONTACT

If you have any further questions concerning the Farmobile Privacy Policy and the use of your Personal Information, please contact us at legal@farmobile.com.