

**ONLINE PRIVACY POLICY  
FARM FOUNDATION  
EFFECTIVE FEBRUARY 15, 2018**

Farm Foundation (hereinafter “Organization”) respects your privacy as a visitor to its website (the “Website”) and has developed the following privacy policy (“Online Privacy Policy” or “Policy”) to inform you about how the Organization handles your personal information after receiving it.

Please read this Online Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Policy. This Policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

1. Types of Information Collected and Stored

1.1. Personal Information.

- 1.1.1. When you interactively use the features of our Website, such as by signing up to receive an Organization publication, registering to become a member of one of the Organization’s groups, committees, or programs, registering for an Organization event, making a donation, or otherwise using the Website, the Organization may gather your personally identifiable information (“Personal Information”)Your name, address, phone number, email address, birthdate, electronic signature, or any other personally identifying data collected from you by the Organization or its authorized agents; and
- 1.1.2. Information required to make a donation or to purchase services and materials, gathered and stored through PCI compliant third-party payment processors, such as credit card numbers and other sensitive payment-related information; and

By using the Website, you agree to allow the Organization and its agents to gather, store, and share your Personal Information, subject to the limits of this Online Privacy Policy.

1.2. Analytics Information.

In an effort to improve visitors’ experiences on the Website, the Organization gathers certain information related to individuals’ website visits. This information is used solely to measure and improve our Website and services and to better serve our members and customers. The Organization uses aggregate

statistical data to compile reports. Such information so gathered is likely to include the following:

- 1.2.1. Device and network specific information, such as your unique device identifier, operating system and version, the browser you use, your Internet service provider (ISP), and your IP address.
- 1.2.2. Non-personal information, such as language, zip code, area code, location, and the time zone.
- 1.2.3. Website visit information, such as the domain from which you came to our Website, details of how you use our website, what webpages you visit, the duration of your visit.

1.2.4. **Stored Information and Files.** The Website also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts and address book information.

### 1.3. Cookies and Browser “Do Not Track” Notice

- 1.3.1. The Organization may use cookies on your computer. A cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website. Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity. If you have any questions about targeted content, you should contact the responsible provider directly.
- 1.3.2. The Organization does not respond to browser Do Not Track (“DNT”) Signals. The Websites may utilize page tags or web beacons to track information related to user visits as a part of Organization data analytics herein described below.
- 1.3.3. The Organization may employ third-party data analytics firms to track and analyze traffic on the Website, to analyze visitor trends, browser types and usage trends, and to present targeted ads based on anonymous information collected through tracking.
- 1.3.4. Third parties that are referenced on the Website may have content embedded that sets cookies on a visitor's browser and/or tracks visitor information that a web browser visited a specific the Website. Such information may contain a visitor's IP address. Third parties may not collect other Personal Information from the Website unless you provide it to such third parties.

## 2. Security of Personal Information

The Organization takes the security of your Personal information very seriously. When your Personal Information is stored by the Organization, we use limited access protected servers. Personal Information is stored on such servers in encrypted form. The Organization does not collect, store, or transmit user social security numbers, driver's license numbers, or credit card numbers. Unfortunately, data transmission over public networks cannot be guaranteed to be one hundred percent secure. While the Organization will use all reasonable means to protect your Personal Information, the Organization cannot guarantee the security your transmissions of such Personal Information, and you use the Website at your own risk. If you suspect your Personal Information has been compromised, please notify the Organization Customer Service using the contact information provided below.

## 3. How the Organization Uses and Shares Your Personal Information

The Organization may use or share your Personal Information in the following ways.

### 3.1. The Organization's Services to You.

The Organization may use your Personal Information to provide services to you upon your request. Such services may include sending you newsletters and publications, responding to your questions and comments, to communicate with you concerning your financial transactions conducted on the Website, to e-mail you updates concerning the Organization's products and services, and to personalize your visits to the Website.

### 3.2. The Organization's Internal Data Sharing

The Organization may also share your personal information with other Organization offices or the Organization's subsidiaries and affiliates in the country in which you reside and in other countries.

### 3.3. Information Sharing with Third Parties

- 3.3.1. The Organization may share aggregated demographic information with our partners and third parties. This is not linked to any personal information that can identify any individual person.
- 3.3.2. The Organization may partner with third parties to provide other specific services. When the user signs up for these services, we may share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use your Personal Information except for the purpose of providing these services.

- 3.3.3. All the Website-originated donation transactions are processed by a third-party PCI compliant payment processor (“PCI Processor”), using technologies which transfer donors to the PCI Processor’s website, display transaction details to donors, and redirect donors back to the Organization’s site upon payment completion. Your Personal Information may be disclosed to such PCI Processors. The transactions are handled by established third-party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process your donation. These companies are authorized to use your Personal Information only as necessary to provide their services to you, and in order to comply with their legal obligations, such as to provide to the Organization with your Personal Information, including your name, address, phone number, e-mail address, and amount donated for tax or other purposes.
- 3.3.4. When you click on our Website links that take you to third-party websites, you will be subject to the third parties’ privacy policies. While we support the protection of privacy on the Internet, we cannot be responsible for the actions of any third-party websites. We encourage you to read the posted privacy policies of any and every website you visit, whether you are linking from our website or browsing on your own.

#### 3.4. Chat Rooms, Forums and Bulletin Boards.

If you participate in an Organization chat room, discussion forum, or posts messages to an Organization bulletin board, you should be aware that the information disclosed and shared will be broadly available to other persons, both inside of and/or outside the Organization, who have access to that chat room, forum or bulletin board. Some individual Organization chat rooms, forums or bulletin boards may have additional rules and conditions regarding participation. Also, any user's expressed opinion is his or her own and should not be considered as reflecting the opinion of the Organization.

#### 3.5. Other Possible Disclosures.

In addition to the other disclosures stated herein, the Organization may share your Personal Information in the following ways:

- 3.5.1. To comply with applicable laws, regulations, legal processes, or government enforced orders,
- 3.5.2. To enforce applicable terms of service, protect our legal rights or defend against legal claims,

- 3.5.3. To defend, prevent, take action, and otherwise address security or technical issues, as well as suspected or potential fraud,
- 3.5.4. To guard against harm (whether actual or potential) to the legal rights, property or safety of the Organization, our visitors or the general public as required or permitted by law.
- 3.5.5. To facilitate communications with social media platforms, such as Facebook. These social media platforms may have their own data collection, use, and sharing practices that may also be applicable to your personal information. You should review their applicable privacy policies and methods for changing the privacy or sharing settings on such services.
- 3.5.6. To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of the Organization's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by the Organization about our users is among the assets transferred.
- 3.5.7. To fulfill the purpose for which you provide it. For example, if you give us an e-mail address to use for the purpose of the Organization sending you a regular newsletter, the Organization may use it to regularly send you newsletters.
- 3.5.8. We may use or share your Personal Information for any other purpose to which you expressly consent.

#### 4. The Organization E-mail Uses

The Organization may use your e-mail address subject to the following terms.

- 4.1. The Organization never rents or sells e-mail addresses to outside parties. Occasionally, you may wish to receive information or communications from the Organization. In that instance, you will be asked for permission to share your e-mail address.
- 4.2. If you make a donation through the Website, or otherwise requests goods or services provided by the Organization, you will receive information about the Organization's products, services, marketing information, and related offerings unless you choose to opt-out. If you have questions or concerns about the Organization's Online Privacy Policy or wish to no longer receive such offers, please contact the Organization's Customer Service using the contact information provided below.

4.3. We may use your e-mail address, usage data, or other Personal Information to provide you with technical support, send you detailed summary e-mails regarding your donation history and provide you with important tax information, or send you notices about the website or other promotional offers you have elected to receive.

4.4. We may occasionally work with data partners and other third parties to users of our Website. In doing so, we may provide such companies with information representing an encrypted or hashed value derived from information you have provided to us, such as your e-mail address. We may retain the content of your e-mails, your e-mail address, and our responses in order to service your needs.

## 5. How to Change Your Personal Information

5.1. To make changes to the content of your Personal Information, or to request that we limit the use of your Personal information, you may make changes and updates by logging into your user profile and making such changes. Alternatively, you may request such changes by contacting the Organization Customer Service using the contact information provided below.

5.2. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

5.3. In your request, clearly state what information you would like to have changed or updated. The Organization will try to comply with your request as soon possible. Please note further that we are not responsible for updating information shared with third parties.

## 6. Your Rights to Opt Out

If you prefer that the Organization not collect Personal Information about your website visits, you may opt out by contacting the Organization's Customer Service using the contact information provided below.

## 7. Notices of Changes to Privacy Policy

In the event of any change to the Organization's Online Privacy Policies, notice of such changes will be posted on the Website. Any changes to this Online Privacy Policy will become effective when we post the revised Online Privacy Policy on the Website. Your use of the Website following these changes means that you accept the revised Online Privacy Policy.

## 8. Children Under 13

The Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on the Website or on or through any of its features/register on the Website, make any purchases or donations through the Website, use any of the interactive or public comment features of this Website 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 using the contact information provided below.

#### 9. California Privacy Rights

California Civil Code Section § 1798.83 permits users of our Website 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 contact us using the contact information provided below.

#### 10. Contact the Organization

For any questions, comments, or further information concerning the terms of this Online Privacy Policy, or to request changes to your Personal Information, subject to such limitations as provided herein, please contact:

Michelle Jensen  
Operations Manager  
Farm Foundation  
1301 W. 22<sup>nd</sup> Street, Suite 906  
Oak brook, IL 60523  
[michelle@farmfoundation.org](mailto:michelle@farmfoundation.org)