



# DATA PRIVACY POLICY

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STAR is committed to protecting the privacy of producer participants and other users of our STAR Tool and Site. This Policy is designed to inform Users about the types of information that STAR gathers about Users and explain the limitations on our use of that information. STAR will never sell a Producer's "Personal Identifiable Information," such as name, e-mail address, physical address, or field boundaries.

This privacy policy ("Policy") explains what personal information STAR may collect through the STAR Tool (<https://app.starfreetool.com>) and the STAR website (<https://www.STARconservation.org/>), how that information may be used, to whom it may be disclosed, and how it is safeguarded. Unless indicated otherwise, this Policy applies only to information collected through the STAR Tool and Site and related web interfaces where this Policy is displayed or linked by us (the "Site"). This policy applies regardless of the device used to access the Site. We may refer to ourselves as "we," "us," or "our" throughout this Policy.

This Policy is subject to change at any time. Updates to this Policy are posted on the Site when they become available. We encourage you to review this Policy regularly to ensure you agree with any changes that are made. Changes become effective when we post or distribute the revised Policy. Your use of the Site constitutes your consent to the terms of this Policy. If you cannot or do not consent to the terms of this Policy, we ask that you not use this Site.

## Information We Collect and Use

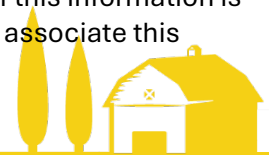
Information collected directly from you includes:

- **Personal Information:** We may collect personal information that you provide to us, including identification information (such as your name, address, email address, telephone number) and account information (such as your user name and password).
- **Field Data:** We may collect farm and/or ranch data you provide to us, including land, field, geospatial (location), agronomic, application, management, farm and/or ranch operation, and other forms of farm data.

This information is collected when you register for an account and when you enter input data used for generating the STAR Score.

Information we collect automatically includes:

- **Navigational Information:** When you visit the Site, we automatically collect information related to how you got to the Site, such as browser type and version, service-provider identification, IP address, the site from which you came, and the site to which you navigate after leaving our Site. Some of this information is anonymous, as it does not permit us to identify you personally. However, we may associate this information with your personal information if you provide it.





- Cookies and Clear gif files and Google Analytics: This Site may also use “cookies” and other technologies to recognize users, customize their experience, or target marketing. A cookie is a small text file that a website’s server places on a user’s computer, mobile phone, or other device. The cookie transmits information back to the website’s server about the browsing activities of the user. This includes information such as pages and content viewed, the time and duration of visits, and what links a user may have clicked on the Site. Cookies can also be used to recognize users and maintain data related to a particular individual, including passwords. In some contexts, such as where a number of separate websites participate in a network, cookies can be used to track a user across different sites. Cookies are used as a standard practice by many sites.

#### How We Use Your Information

We may use information we collect from you for the following purposes:

- Generate STAR Score and customized Conservation Innovation Plan;
- Calculate aggregate STAR Score Results for the region(s) of which your intervention is within;
- Personalize your Site experience with content or settings tailored to you;
- Provide customer service, whether in response to a request or following up on an inquiry;
- Improve our Site, the manner in which our services are offered on our Site, or the interactions visitors have with our Site;
- Send email updates, news and announcements about the Site;
- Communicate with Users and provide customer service;
- Provide, maintain, and improve STAR’s services;
- Research and develop new STAR services;
- Provide to Users technical notices, updates, security alerts, invoices, and other support and administrative messages;
- Communicate with Users about products, services, offers, promotions, and events, and provide other news and information we think will be of interest to Users; and
- Monitor and analyze trends, usage, and activities in connection with our Services.

We also use cookies and Google Analytics to improve your experience with the Site. Google Analytics is a web analysis service provided by Google that utilizes the data collected from our Site, through cookies and similar technologies, to track and examine the use of the Site, prepare reports on these activities, and share them with us. We use these cookies and the Google Analytics information to improve the delivery and performance of our Site by:

- Better understanding how you use our Site;
- Detecting and defending against fraud and other security risks; and
- Better presenting products and/or services of interest to you.

To learn more about how Google Analytics collects and processes data, please visit “How Google uses data when you use our partners’ sites or apps”, located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). To learn about how to opt-out of Google Analytics, please visit <http://tools.google.com/dlpage/gaoptout/>.

If you would prefer not to accept cookies from our Site or any other website, you can modify the settings in your browser. Refer to your browser’s online help feature or user manual for instructions on how to do this. If you refuse to accept cookies, it is possible that some portions of the Site may not function as intended.



### *Use of Anonymized and Aggregated Information*

We may use your data to develop anonymized and aggregated reports (reports that cannot be tracked back to any specific user or operation) for the following purposes:

- Calculate aggregate STAR Scores;
- Generate STAR program reports;
- Improve and develop sustainability assessment metrics and tools;
- Promote the understanding and adoption of sustainability; or
- Share with third parties to further the promotion and development of sustainability.

### Your Information Ownership

Other than the uses outlined in this policy, personal data and agricultural operation data you provide us through the Site is only for your use. You retain ownership of your personal data and agricultural operation data, even after it is collected by us. Information you provide us that is capable of identifying you or your agricultural operation will never be shared by us with any third parties without your prior knowledge and consent.

### Information We Share with Third Parties

We may provide your information to third parties who provide services to us or on our behalf, such as:

- **Vendors:** We use vendors to help handle parts of our business because of their expertise, resources, or scale. They help us do things like develop Site features and functionality; provide technical support for the Site application, database and infrastructure; and provide user support.
- **Third-Party Support:** We may use third parties to provide a variety of services to us, including, hosting the Site, providing technical support, processing and storing your information, and sending or coordinating the sending of marketing communications on our behalf.

As noted above, we may share anonymized and aggregated data publicly with our partners for use in case studies or similar programs. However, we will never share identifying information without your prior knowledge and consent.

### Deleting Your Information

To terminate your account and have personal and agricultural operation data deleted from the Site, a request must be sent to [info@STARconservation.org](mailto:info@STARconservation.org). Once the request has been confirmed and validated, information will be deleted from the site after 90 days, subject to any regulatory or technological limitations. You can request a copy of your data in the format it was provided or another commonly used format. Note that anonymized and aggregated information derived from your personal and agricultural operation data will not be deleted from the Site or removed from published or previously generated reports.

### Sharing Your Information with Other Site Users

Future versions of the site may allow you to authorize other Site users to access your account and access your information. This will only be possible if you explicitly authorize this access using certain Site features. You will be able to revoke access at any time. When you authorize users to access your account and act on your behalf to provide information on the Site, the information is assumed to be yours. You are responsible to ensure that any authorized users appropriately use and protect your information. Authorized users cannot modify your user profile or delegate access settings.



### California Privacy Rights: Do Not Track & Behavioral Advertising

This Site does not currently respond to “Do Not Track” signals, and does not authorize the collection of personally identifiable information by third parties or sharing of personally identifiable information with third parties except as provided in this Policy.

### Links to Other Websites

While you are using the Site, you may be linked or directed to other third-party sites outside of our Site that are beyond our control. Each of these third-party sites may have a privacy policy different from ours. Please review the privacy policies of these sites carefully. We are not responsible for any actions or policies of such third parties.

### Security

In order to prevent the loss or misuse of the data, we make use of industry-standard administrative, physical, and technical security measures and safeguards that are regularly checked and adapted to technical progress. However, please note that, due to the structure of the Internet, it is possible that the rules of data privacy and the aforementioned security measures may not be observed by other individuals or institutions over which we have no responsibility or control. This means that we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our administrative, physical, and physical safeguards. It is your responsibility to protect the security of your account and login information. Please note that emails and other communications sent to us through our Site are not encrypted and we strongly advise you not to communicate any confidential information through these means.

In the event of a breach of the confidentiality or security of your personal information, we will notify you as necessary, and to the extent possible, so you can take appropriate protective steps. Unless you indicate otherwise, we may notify you using the email address you provided to us when you registered with our Site. You help to maintain the security of your personally identifiable information stored in our systems by keeping your username and password confidential. You should protect your password and not share it with any other individual. Be sure to sign off or log-out when finished if you are using a shared computer.

### Privacy of Children

The Site is not intended for individuals under the age of 13. We do not intentionally collect personally identifiable information from users of this Site who are under the age of 13. If we become aware that a user of our Site is under the age of 13 and has provided personally identifiable information to us via our Site, we will remove that child’s personal information from our files.

### Reviewing or Updating Your Information or Email Preferences

#### *Reviewing or Updating Your Information*

We believe that you have a right to know that the information we collect from you is accurate and up to date. Maintaining the accuracy of that information is very important to us. If your account information is incomplete, inaccurate, or not up to date, or if you would like to review and/or request changes to any of your information, you may sign in and review or make changes to your information under your account settings (before the STAR score is generated for a field), or, you may email us at [info@STARconservation.org](mailto:info@STARconservation.org) and we will provide you with the information we have about you to review or make changes. If you need to revise data for a field after its STAR score has been generated, please email us at [info@STARconservation.org](mailto:info@STARconservation.org). If you have further questions or concerns about your information, please contact [info@STARconservation.org](mailto:info@STARconservation.org) for further assistance.



### *Email Preferences*

If you set up an account or otherwise sign up to receive notifications, you may receive emails from us. You may unsubscribe from these emails by following the removal instructions located at the bottom of each email. Opting out of any of these emails will not stop operational email messages such as password reset or account related information from STAR.

### *Visitors From Outside the U.S.*

This is a U.S.-based Site. This Policy governs the information collected by STAR including information collected at this Site irrespective of where you are located when you access it, browse it, interact with it, or submit information to it. This means your personal information may be stored outside of the province, state, and/or country in which you reside (including in the U.S.), and processed by us, an affiliate or a third-party service provider as described in this Policy. Moreover, governmental and regulatory bodies that have jurisdiction (e.g., courts, regulators, and law enforcement agencies) may be entitled to access your personal information.

### *Contact Us*

If you have questions or concerns with respect to this Policy, please contact us at [info@STARconservation.org](mailto:info@STARconservation.org) or at STAR (Saving Tomorrow's Agriculture Resources), 2110 West Park Court, Suite C Champaign, IL 61821.