

Fieldprint Platform Data and Privacy Policy

Information We Collect and Use

Collected directly from you:

(Note: this information is collected when you register for an account and when you enter data into the Fieldprint Platform)

- *Personal Information*
This information provided by you includes identification information (such as your name, address, email address, and telephone number) and account information (such as your username and password).
- *Farm Data*
Farm data provided by you includes field location, agronomic practices, input applications, crop rotations, and other forms of farm data.

Collected automatically:

- *Navigational Information*
Information on how you got to the Fieldprint Platform, such as browser type and version, service-provider identification, IP address, the website from which you came, and the website you go to after leaving the Platform, is collected automatically. Some of this information is anonymous and does not permit us to identify you personally. However, we may associate this information with your personal information if you provide it.
- *Cookies, Clear Gif Files, and Google Analytics*
Fieldprint Platform may use “cookies” and other technologies to recognize users, customize their experience, and/or target marketing. To learn more about how Google Analytics collects and processes data, please visit www.google.com/policies/privacy/partners.

How We Use Your Information

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

- Generate Fieldprint analyses for your own personal use;
- Calculate aggregate Fieldprint results for Fieldprint Projects to which you have opted-in;
- Personalize your Fieldprint Platform 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 Fieldprint Platform, the manner in which our services are offered on our Fieldprint Platform, and/or the interactions visitors have with our Fieldprint Platform; and
- Send email updates, news, and announcements about the Platform.

Use of Anonymized and Aggregated Information

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

- Calculate aggregate Fieldprint results for Fieldprint Projects that you have opted-into;
- Generate Field to Market program reports;
- Improve and develop sustainability assessment metrics and tools;
- Promote the understanding and adoption of sustainable and regenerative agriculture; and/or
- Share with third parties to further the promotion and development of sustainability.

Your Information Ownership

Other than the uses outlined in this policy, the personal and farm data you provide through the Fieldprint Platform is only for your use. You retain ownership of your personal and farm data, even after it is collected by us. Identifying information you provide will never be shared with any third party without your prior 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:

- *Model and Data Web Services*
The Fieldprint Platform derives data from NRCS Model and Data Web Services, hosted with the Colorado State University and the Object Modeling System Lab (OMSLab). Your information may be shared with them to allow for model and data processing within the Platform.
- *Vendors and Platform Hosts*
We use vendors to develop Platform features and improve functionality; receive technical support for the Fieldprint Platform application, database and infrastructure; and provide user support. Your information may be shared with these vendors to achieve those functions. We may share your information with third parties to host the Platform, provide technical support, process and store your information, and send communications on our behalf.

- *Law Enforcement*

We may disclose specific information about our Fieldprint Platform visitors with law enforcement if we have a good-faith belief that access, use, preservation, or disclosures of the information is reasonable.

Deleting Your Information

To terminate your account and have personal and farm data deleted from the Fieldprint Platform, a request must be sent to support@fieldtomarket.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. *Please note that anonymized and aggregated information derived from your personal and farm data will not be deleted from the Fieldprint Platform or removed from published or previously generated reports.*

Sharing Your Information with Other Users

The site allows you to authorize other Fieldprint Platform users to access your account and your information. This is only possible if you explicitly authorize this access using certain features and you can revoke access at any time. When you authorize users to access your account and act on your behalf to provide information on the Platform, the information is assumed to be yours. You are responsible for ensuring that any authorized users appropriately use and protect your information. Authorized users cannot modify your user profile or delegate access settings.

Contact Us

If you have questions or concerns with respect to this Policy, please contact us at support@fieldtomarket.org.