

# Privacy-Policy

GROWMARK, Inc.  
WEBSITE PRIVACY POLICY  
(Effective January 23, 2017)

This website privacy policy (“**Privacy Policy**”) describes the practices of GROWMARK, Inc. regarding Personal Information collected via its website at [www.farmsupplyequipment.com](http://www.farmsupplyequipment.com) (the “Website”). This Privacy Policy applies only to Personal Information that we gather or collect via the Website. It does not apply to any information collected offline or otherwise outside of the Website.

By accessing or using this Website you accept and agree to be legally bound by this Privacy Policy as it may be amended or supplemented from time to time.

## 1. THE INFORMATION WE MAY COLLECT

When you visit our Website we may collect two types of information from you: (1) personally identifiable information about yourself (“**Personal Information**”) that you voluntarily choose to disclose to us, and (2) information related to your activities on the Website that we automatically collect as you interact with the Website (“**Website Usage Information**”).

### (a) Personal Information You Voluntarily Provide to Us

Generally, you can visit our Website without telling us who you are and without giving us any Personal Information about yourself. The only way that we collect Personal Information about you at the Website is if you voluntarily fill out an online submission form on the Website, or if you use one of the features on the Website for sending us an email. In such case, we will collect whatever Personal Information you voluntarily provide, such as your name, mailing address, e-mail address, phone number, resume, etc. For example, if you fill out an online submission form, we will collect whatever information you enter into the form and whatever files you upload. Likewise, if you send us an e-mail or submit a question via the “Contact Us” page, you will be sending us your name, e-mail address, and any other Personal Information you choose to include in those communications. You are under no obligation to provide such Personal Information, but if you chose not to you may be unable to benefit from the specified features, to participate in a particular activity, or to communicate with us via the Website.

### (b) Website Usage Information We Automatically Collect

When you visit the Website, we automatically collect certain Website Usage Information related to your activities on the Website. Website Usage Information may include your IP

address, browser type and operating system, the domain from which you came, the page you are viewing, the time, and what you clicked. To collect Website Usage Information, we may utilize a variety of technologies, such as cookies (a small data file placed on your computer when you visit the Website), web beacons (small graphic images or other web programming code that may be included in our web pages and e-mail messages), embedded scripts (code that is designed to collect information about your interactions with the Website, such as which links you click on), or similar technologies.

The Website Usage Information we collect may be used for a number of purposes, such as system administration, to help us understand the demographics of the visitors to the Website, to enhance the performance and usefulness of the Website, or to audit use of the Website. Website Usage Information is typically anonymous information, since it is not normally associated with you or your identity. However, if it is combined with your Personal Information in a manner that it is directly associated with your identity it will be treated as Personal Information under this Privacy Policy.

### **(c) Children**

We do not knowingly collect any Personal Information from children younger than the age of thirteen (13). We will delete any Personal Information collected that we later determine to be from a person younger than the age of thirteen (13).

## **2. USE OF PERSONAL INFORMATION**

We may retain and use Personal Information collected via the Website for various purposes. These include: (1) to communicate with you; (2) to respond to your inquiries; (3) to consider you for employment or otherwise process Personal Information that you submit through the Website; (4) to improve the Website or our services, or to customize your experience on the Website; (5) for our internal business purposes; and (6) for other purposes disclosed in this Privacy Policy, at the time you provide the Personal Information, or thereafter. We do use Personal Information collected via the Website for marketing purposes related to products and services offered by us and our subsidiaries and affiliates which may be of interest to you.

## **3. SHARING OF PERSONAL INFORMATION WITH THIRD PARTIES**

*Third Parties Generally.* We may share Personal Information collected via the Website with our subsidiaries and affiliates. We do not share Personal Information collected via the Website with other third parties for their own use unless such sharing is specifically authorized by you or is reasonably anticipated by the nature of the transaction (e.g., credit card data and related transaction data will be shared with credit card issuers and processors).

*Third Parties Providing Services on Our Behalf.* We may share Personal Information with third parties who perform services on our behalf, solely for the purpose of providing such

services. This includes, without limitation, third parties that may host the Website or operate certain functions or features of the Website, archive our data, send communications, analyze data, or create, or provide other services on our behalf.

*Business Transfers and Corporate Changes.* We reserve the right to disclose and transfer Personal Information in connection with a corporate merger, consolidation, or restructuring, the sale of substantially all of GROWMARK's ownership interests and/or assets, or other corporate change, including, without limitation, during the course of any due diligence process.

*Legal Requirements and Law Enforcement.* We may also disclose and transfer Personal Information to third parties: (i) where required by law; (ii) in the event we are required to respond to a court order, subpoena, discovery request, or other legal process, or if in our good faith opinion such disclosure is required by law; (iii) at the request of governmental authorities conducting an audit or investigation; (iv) to verify or enforce compliance with other agreements or policies governing the Website, or applicable laws, rules, and regulations; or (v) whenever we believe disclosure is necessary to limit our legal liability or to protect or enforce the rights, interests, or safety of the Website, its users or other third parties. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful.

*Sharing of Non-Personal Information.* We may share non-personally identifiable information, such as Website Usage Information or other aggregated user statistics, as well as anonymous information derived from Personal Information, such as de-identified user information, with third parties for any purpose.

#### **4. SECURITY**

While we take steps to help protect and provide security for the Personal Information collected via the Website, no data transmission over the Internet, wireless transmission or electronic storage of information can be guaranteed to be completely secure. Please note that communications to us from the Website are not encrypted, that we can not ensure or warrant the security of any information we collect, and that using our Website to provide us with Personal Information is at your own risk.

#### **5. CONSENT TO TRANSFER INFORMATION TO THE UNITED STATES**

The Website is operated in the United States and Canada. Information we collect will be transferred to, processed, and stored in the United States and Canada, and such information may be transferred between these countries from time to time. By using the Website or providing us with any information, you consent to this transfer, processing, and storage of your information in the United States and Canada, and to the transfer of information between the United States and Canada from time to time.

#### **6. CHANGES TO THE PRIVACY POLICY**

We reserve the right to change this Privacy Policy at any time. Any changes will be effective immediately upon the posting of the revised Privacy Policy. However, we will not use Personal Information collected via this Website in a manner materially different than what was stated at the time it was collected unless we receive your consent.

## **7. PRIVACY OFFICER**

Questions about this Website or this Policy may be directed to the Executive Director of Corporate Compliance, designated as the privacy officer of GROWMARK, Inc., as follows:

GROWMARK, Inc.  
Attn: Executive Director of Corporate Compliance  
1701 Towanda Avenue  
Bloomington, IL 61701  
[complianceofficer@growmark.com](mailto:complianceofficer@growmark.com)