



SOUTH CENTRAL FS PRECISION FARMING DATA USAGE & PRIVACY POLICY

Last updated February 02, 2016

South Central FS values the privacy and security of the data that our customers choose to share with us through their purchase or enrollment in the services that our Precision Farming department offers. Following is our Privacy Policy so you will understand our practices and your options before you choose to share your information with us.

Information we may collect from you

As a South Central FS customer, we may collect from you:

Name, address and telephone number

Email address

Field location

Agronomic Data related to your operation (this may include Planting information – Spraying information – Fertility information – Harvest information – and geospatial referenced information) and other data types not noted above.

Ownership of your information

We presume you own the information and data that you provide to us as part of the service(s) you are asking South Central FS precision farming department to perform for you, for example, the data generated from the farming equipment you own or lease as well as the information you have paid us to collect on your behalf as part of the services you purchase from South Central FS. We do not claim any ownership interest in your information. Your information will remain yours even after you provide it to us. Any data or information derived from the services that are provided by South Central FS will remain the property of you the customer. By providing information, you represent that you have the right to share it with us and allow us to use and disclose it as explained in this Privacy Policy.

How we may use and share your information

South Central FS will use your data only as needed to perform the services you are paying for.

South Central FS will never sell your data to anyone either in its raw form or in any de-identified form.

South Central FS will use your data to provide high quality customer service, improve and enhance the products and services currently offered and identify areas where new products and services may benefit you.

South Central FS will never transfer your data or give access to your data to anyone without first having received your expressed permission to do so unless compelled to do so by a court of law.

South Central FS may use your data in a de-identified, anonymized manner, only with your expressed consent, as part of a data management service generally known as benchmarking that will be made available to farmers as a service, where customer's data is compared to this de-identified data community as a service. You must **OPT-IN** for your data to become part of this service and for you to purchase this service from South Central FS.

You the customer may choose to **OPT-OUT** of this benchmarking data community at any time. If you decide to OPT-OUT any information product derived from your de-identified data while you were still a part of the South Central FS data community will remain property of South Central FS. However upon receipt of your decision to OPT-OUT South Central FS will immediately remove any and all of your submitted information from the South Central FS data community thereby removing your data from being used in any way going forward in any benchmarking process.

If you decide in the future to no longer do business with South Central FS we will, at your written request, remove any and all copies of that information in our systems. We keep no copies of your data and once deleted it will no longer be available to either South Central FS nor can we provide any service to the customer that requires this data unless customer provides data in the future.

Data Security

The customer's data is stored in our Precision Farming Department and we use reasonable organizational, technical, and administrative measures to protect your information. If at any time we determine that these protective measures have been breached or compromised and your information has been accessed inappropriately, we will notify you of that unauthorized access. If you have reason to believe that your interaction with us is no longer secure please immediately notify us at the name and phone number listed in the contact us section.

Third Party Services and User-generated content

This privacy policy does not address, and South Central FS is not responsible for, the information collection, use, disclosure or security policies or practices of any other entity you may interact with. South Central FS encourages you to familiarize yourself with the data privacy policies of any other entity you choose to share information with.

Updates to this privacy policy

South Central FS may change this Privacy Policy. The "Last updated" legend at the top of the first page indicated when this Privacy Policy was last revised. Any change to this Privacy Policy will become effective when we post or distribute the revised Privacy Policy. We will require you to acknowledge your agreement to any changes we make to our Privacy Policy before we allow you to use our services.

Contacting us

If you have any questions regarding this Privacy Policy, please feel free to contact us at nrobertson@southcentralfs.com or;

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