

Website Privacy Notice

Protecting your private information is our priority. This Statement of Privacy applies to <https://www.aginnovationusa.com/> (hereinafter “our website”) and governs data collection and usage. For purpose of this Privacy Notice, the terms “we” and “our” refer to AgInnovation, LLC. By using our website(s), you consent to the data practices described in this statement.

We use this privacy notice to disclose the privacy practices of our websites in accordance with privacy regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). We aim to help you understand what personal data we collect, how we use it, and what control you have over it. This notice applies solely to data collected by our websites. This notice will define the following:

1. What personal data is collected from the website.
2. How personal data is collected, used, shared, stored, and otherwise processed.
3. The security procedures implemented to protect your data.
4. Your choices and rights regarding the use of your data.
5. How you can contact us for issues such as to correct inaccuracies of your data or to request the removal of your personal data.

Please read the following privacy notice to understand the processing, collection, sharing, protection, and your rights associated with your personal data.

Data We Collect

In order to better provide you with products and services offered to you, our websites may collect personally identifiable information. In particular, we may collect and have collected in the past twelve (12) months, the following categories of personal information (as defined by the CCPA):

Category		Examples	Collected?
A.	Identifiers	Name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name (“username”), or other similar identifiers	Yes
B.	Customer records information as defined in the California Customer Records statute	Name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit or debit card number, other financial information, medical information, health insurance information	Yes
C.	Characteristics of protected	Race, religion, sexual orientation, gender identity, gender expression, age	No

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	classifications under Federal or California law		
D.	Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	No
E.	Biometric information	Hair color, eye color, fingerprints, height, retina scans, facial recognition, voice, and other biometric data	No
F.	Internet or other electronic network activity information	Browsing history, search history, and information regarding a consumer's interaction with an Internet website, application, or advertisement	No
G.	Geolocation data	Physical location or movements	No
H.	Sensory data	Audio, electronic, visual, thermal, olfactory or similar information	No
I.	Professional or employment-related information	Current or past job history or performance evaluations	No
J.	Education information as defined in the Family Educational Rights and Privacy Act	Non-public education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records	No
K.	Inferences drawn from other personal information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	No

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through our websites' public message boards (e.g., comments on a blog post), this information may be collected and used by others.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to purchase certain products or use certain services available on our websites. These may include: (a) registering for an account on our Site; (b) entering a sweepstake or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

How We Use Your Data

Our websites collect and use your personal information to operate our websites and deliver the services and/or products you have requested. Our websites may also use your personally

identifiable information to inform you of other products or services available from us and our affiliates. Accordingly, your personal data may be used for the following purposes:

Purpose	Categories Used
Customization of content and user experience.	A, B
Account set up and administration.	A, B
Conducting polls, surveys, and contests.	
Internal research and development.	
Legal obligations.	A, B
Internal audits.	
Fulfillment of obligations outlined in any agreements with users.	A, B
Gathering feedback and opinions on our provided services.	A, B
Notification to users of changes to our services.	A, B
Respond to your requests and comments.	A, B
Process your transactions.	
Detecting security incidents and debugging and providing security updates to our websites	A, B

Legal Basis of Processing. We process personal data for purposes of our own legitimate interests, granted that those interests do not override any of our users' own interests, rights, and freedoms. This legitimate interest includes processing for user customization, processing transactions (e.g., order processing and invoicing), marketing, research, and business development purposes.

We also process personal data for other purposes with consent, but you have the right to withdraw consent to processing for specific purposes, as outlined below. Finally, some information you provide we may be required to process and retain in order to comply with applicable law.

Specific Data Use. To fully access the website, you, as a user, can voluntarily register for an account or to contact us by completing a registration form. Certain data is collected during this process, including your name and email address. This data is used to contact you, suggest appropriate products and services, and improve your user experience.

Personal data may be used without knowledge or consent in situations when legally required or permitted, or when personal data has been anonymized or pseudonymized so it is no longer associated with the user. This means we have removed personally identifying information so the data we're left with cannot be tied back to you as an individual.

How We Share Your Data

We do not sell, lease, or disclose the personal information we collect to third parties. However, personal information may be shared with regulators in compliance with legal regulations. Personal information may also be shared with third parties when it is necessary to provide services to users, and/or for other legitimate interests. Third parties include service providers, professional advisors, and other members of our network.

Our websites may share data with trusted partners (e.g., Google Analytics) to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services, and they are required to maintain the confidentiality of your information. We may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on our websites; (b) protect and defend our rights or property/ intellectual property; and/or (c) act under exigent circumstances to protect the personal safety of users of our websites, or the public. In the preceding twelve (12) months, we have disclosed the following categories of personal information for business purposes:

Category of Third Party	Categories of Information Shared
Service Providers	A, B
Our Affiliates	A, B
Third Parties whom you have authorized us to disclose your information in connection with products or services we provide	A, B
Government entities or other third parties when required to by law or court order	A, B

Where We Store Your Data

If you are visiting our website from outside the United States, be aware you are sending personal information to our servers, some of which may be located in the United States.

How Long We Store Your Data

We will only retain personal data for the duration necessary to fulfill the purposes for which it was collected or to comply with State, Federal, or other laws. Personal data may also be retained for longer periods if it is solely for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes. When defining the appropriate retention length, we adhere to relevant legal requirements.

How We Protect Your Data

Securing your data is a priority for us, while both online and offline. We have implemented appropriate safeguards to prevent personal data from being lost, misused, accessed, altered, or disclosed by unauthorized parties.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to

protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through our websites cannot be guaranteed.

Use of Cookies

We use cookies that identify your browser. They collect and store information when you visit our website about how you use it through which it is possible to record your use of the website, as well as provide you with a better service and experience when browsing and for analytics. The personal data we collect through these technologies will also be used to manage your session. For more information about cookies and how we use them, please see our Cookie Policy.

Links

Our websites may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our websites and to read the privacy statements of any other site that collects personally identifiable information.

Your Rights Regarding Your Personal Information

If you are in, or working from, the EU or other jurisdiction where similar rules apply, you have certain rights in relation to your information.

- **Access:** you are entitled to ask us if we are processing your data and, if we are, you can request access to your personal data. This enables you to receive a copy of the personal data we hold about you and certain other information about it;
- **Correction:** you are entitled to request that any incomplete or inaccurate personal data we hold about you is corrected;
- **Erasure:** you are entitled to ask us to delete or remove personal data in certain circumstances. There are also certain exceptions where we may refuse a request for erasure, for example, where the personal data is required for compliance with law or in connection with claims;
- **Restriction:** you are entitled to ask us to suspend the processing of certain of your personal data about you, for example if you want us to establish its accuracy or the reason for processing it;
- **Transfer:** you may us to help you request the transfer certain of your personal data to another party;
- **Objection:** where we are processing your personal data based on legitimate interests (or those of a third party) and you may challenge this. However, we may be entitled to continue processing your information. You also have the right to object where we are processing your personal information for direct marketing purposes;
- **Automated decisions:** you may contest any automated decision made about you where this has a legal or similar significant effect and ask for it to be reconsidered.
- **Consent:** where we are processing personal data with consent, you can withdraw your consent.

If you want to exercise any of these rights, please contact us via the contact information provided in this Policy.

You also have a right to lodge a complaint with a data protection supervisory authority, in particular in the Member State in the European Union where you are habitually resident where we are based or where an alleged infringement of Data Protection law has taken place. In the UK you can make a complaint to the Information Commissioner's Office (Tel: 0303 123 1113 or at www.ico.org.uk).

California Disclosures

All terms and phrases used under this heading shall have the same meaning as those defined under the California Consumer Privacy Act of 2018 and all related amendments and regulations (“CCPA”).

Notice of Sale. We do not sell the personal information of California residents. We have no actual knowledge of selling information of California residents under the age of 16.

Right to Know. You have a have a right to submit a verifiable request, up to two times a year, for the following information:

- The categories of personal information we have collected from or about you.
- The categories of sources from which we have collected that personal information, and the business or commercial purpose for the collection.
- The categories of third parties with whom we have shared your personal information, and the business or commercial purpose for said sharing.
- Specific pieces of your personal information.

Please note your request may only go back 12 months from the date of your request.

Right to Delete. You have a right to request that we delete your personal information, subject to certain exceptions such as if the information is necessary to complete the transaction for which the information was collected, detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, identify and repair errors and for various other reasons available under California law.

Right of Non-Discrimination. We will not discriminate against you in any way if you choose to exercise your rights under this section or applicable California law.

Submit a Request. To submit a request to know or delete, you may contact us via the contact information provided in this Policy.

Verification. In order to protect your personal information and prevent against fraud, we may verify your identity before responding to your request by matching the information provided in your request with the information we have on file about you, and depending on the sensitivity of information requested utilizing more stringent verification methods, including but not limited to requesting additional information from you and/or requiring you to sign a declaration under penalty of perjury.

Notice of Collection and Disclosure for a Business Purpose. The categories of personal information we have collected over the last twelve months, including, from where we collect it, the purpose for collection, and with whom we share it is outlined in this policy (*see, e.g.*, “Collection of Your Personal Information”).

Virginia Disclosures

Pursuant to Virginia law, some Virginia residents have specific rights regarding their personal data as described below. These rights are subject to certain exceptions.

When legally required, we will respond to most requests without undue delay, within 45 days of receipt of the request, unless it is reasonably necessary for us to extend our response time.

Right to Confirm and Access. You have the right to request confirmation from us as to whether or not we are processing your personal data and to access such personal data. If you submit a valid and authenticated request and we confirm your identity and/or authority to make the request, we will confirm for you whether or not we are processing your personal data and/or grant you access to your data.

Right to Request Correction of Inaccuracies. You have the right to request that we correct any inaccuracies in any of your personal information, which is under our control, taking into account the nature of the data and the purposes of processing that data. If you submit a valid and authenticated request and we confirm your identity and/or authority to make the request, we will correct the personal information.

Right to Request Deletion of Personal Data. You have the right to request that we delete any of your personal data that we collected from or about you and retained. If you submit a valid and authenticated request and we can confirm your identity and/or authority to make the request, we will delete your personal data from our records and direct our service providers to do the same, if no exceptions or retention conditions apply.

Right to Request Disclosure of Information. You have the right to request a copy of your personal data previously provided to us in a portable and, to the extent technically feasible, readily usable format, thereby permitting you the ability to transmit the data without hindrance.

Right to Opt-Out of Processing. As a Virginia resident, you have the right to direct a business that processes your personal data for the purposes of targeted advertising, sale, and/or profiling, in furtherance of decisions that produce legal or similarly significant effects concerning you, not to process for these purposes. This right is referred to as “the right to opt-out.” If you submit a valid and authenticated request and we confirm your identity and/or authority to make the request, we will cease processing your personal data for the limited purposes of targeted advertising, sale, and/or profiling. Because we are not selling your personal data for monetary compensation, we do not provide an opt-out for these activities. Since we may engage in targeted advertising and/or profiling, we provide you with the option to opt-out of such processing for these purposes. To do so, contact us using the contact information provided in this Notice.

Submit a Request. To exercise your rights described above, please contact us using the contact information provided in this Notice. You may make an authenticated consumer request no more than twice within a 12-month period. The authenticated request must:

- Provide sufficient information that allows us to reasonably verify and authenticate you are the person about whom we collected personal data. Such verification process will involve you confirming details of the personal data we have collected about you and will increase in scope in the event the nature of your request relates to the disclosure of sensitive personal data or the deletion of any personal data. In some instances, you may be required to submit proof of your identity (e.g., a driver's license); and
- Specify the consumer rights you wish to invoke; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

Verification. In order to safeguard the personal data in our possession, if we cannot verify your identity or authority to act on another's behalf using commercially reasonable efforts, we will be unable to comply with your request and may request additional information from you. We will only use personal data you provide when submitting an authenticated request to confirm your identity or authority, or to fulfill your request.

Right to Appeal. If we refuse to act on your request, you have the right to appeal our decision within a reasonable period of time after receipt of our initial decision. We will inform you in writing, within 60 days of receipt of an appeal, of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. To exercise your right to appeal, please submit an authenticated consumer appeal request to us using the contact information provided in this Notice.

If your appeal is denied, you may contact the Attorney General to submit a complaint by visiting the Office of the Attorney General's website to complete an [Online Consumer Complaint Form](#) or by calling the Consumer Protection Hotline at 1-800-552-9963 (within Virginia) or 804-786-2042 (outside Virginia).

Right to Non-Discrimination. You may exercise your rights under the CDPA without discrimination. For example, unless the CDPA provides an exception, we will not: (a) deny you goods or services; (b) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; or (c) provide you a different level or quality of goods or services.

Children

We do not knowingly collect personally identifiable information from children under the age of sixteen. If you are under the age of sixteen, do not submit personal information to us, and you must ask your parent or guardian for permission to use this website.

E-mail Communications

From time to time, we may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

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If you would like to stop receiving marketing or promotional communications via email from us, you may opt out of such communications by emailing contact@aginnovationusa.com.

Changes to This Statement

We reserve the right to change this Privacy Notice from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our sites, and/or by updating any privacy information on our websites. Your continued use of our websites and/or Services available through our websites after such modifications will constitute your: (a) acknowledgment of the modified Privacy Notice; and (b) agreement to abide and be bound by that Policy.

Contact Information

We welcome your questions or comments regarding this Privacy Notice. If you believe that we have not adhered to this Notice, please contact us at:

Email: contact@aginnovationusa.com.

Telephone number: +1 209-367-4109

This Notice was last updated January 2, 2024.