

ADT Privacy Policy

Updated January 3, 2023.

Ag Data Transparency Evaluator Inc. (“ADT”) is committed to protecting the privacy of visitors of the ADT websites (www.agdatatransparent.com and adt.memberclicks.net)(collectively, the “Website”). This policy describes the types of personal information the Website may collect from you when you visit and how the ADT uses that information. By using the Website, you agree to this Privacy Policy.

1. The Personal Information the ADT Website Collects. When browsing the Website, there are two types of information that the Website may collect from you:

1.1. Personal Information: This includes information that can be used to identify a person, including name, address, phone number. The Website does not collect Personal Information unless voluntarily provided by you. The ADT uses Personal Information for the following purposes:

- To send you the ADT newsletter
- To follow up on requests to learn more about the ADT
- To solicit sponsorships in support of the ADT
- To assist you with obtaining ADT certification
- To address other specific inquiries made through the Website or other means.

1.2. Non-Personal Information. As you browse through the Website, read pages, or download information, the ADT automatically collects and stores the following anonymous information about your visit:

- the date and time you access the Website
- the pages you visit on the Website
- your computer operating system and type of hardware (for example, iOS Device)
- the IP address (a number automatically assigned to your computer whenever you are surfing the internet) from which you access the Website.

In addition, the Website may store a cookie on your device that records your visits to the ADT website and makes collection of non-personal information more accurate. You can delete your cookies or turn off cookies in your browser and still visit the ADT Website. The ADT uses non-personal information, in the aggregate, to make the Website more useful to visitors, to learn

about the number of visitors to the Website and the types of technology used, to detect operational problems, and to improve the Website's overall security.

2. Use of Third-Party Services. The ADT used of third-party vendors in order to make the Website function, drive engagement, and improve future use. ADT does not share your Personal Information with these vendors, except as provided below.

2.1. Squarespace. ADT uses Squarespace to host the Website. As the website host, Squarespace may have access to your information for its own internal purposes. ADT does not provide your Personal Information to Squarespace for any purpose. For more information, review [Squarespace's Privacy Policy](#).

2.2. Google Analytics. ADT uses Google Analytics to learn more information about how visitors use the Website, such as referring website, search terms used, time spent on the Website, and similar information. ADT does not provide the Personal Information to Google that you provided voluntarily through the Website.

2.3. Social Media Platforms. ADT uses various social media platforms, including LinkedIn, Facebook, Twitter, and YouTube to market the ADT, encourage engagement and discussion with ag tech providers, ag industry groups, farmers and ranchers. Personal Information obtained through social media platforms may be included in the Personal Information ADT collects. ADT will not share your Personal Information with these platforms unless authorized by you.

2.4. MailChimp. ADT provides your name and email address to MailChimp to create a distribution list to deliver the ADT newsletter to your inbox. View [MailChimp's Privacy Policy](#).

3. Your Privacy Rights. ADT provides Website visitors the following privacy rights, to the extent reasonably possible, following an email request to janzen@aglaw.us:

- To correct your Personal Information.
- To delete your Personal Information.
- To object to processing of your Personal Information.

4. Security. ADT takes reasonable measures to protect Personal Information from loss, misuse, unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in the processing and the nature of the Personal Information.

5. Retention of Personal Information. ADT retains Personal Information where there is an ongoing legitimate business or legal need to do so. When there is no ongoing legitimate business need to process your Personal Information, ADT will either delete or anonymize your Personal Information.

6. Specific Laws that May Apply to Collection of Personal Information. ADT is a non-profit corporation organized in the state of Indiana, U.S.A.. To the greatest extent possible,

Indiana law applies to your privacy rights. Depending on various factors, other state or federal laws may apply to your use of the Website.

6.1. Privacy Rights of Children. ADT does not knowingly solicit, collect, or store the Personal Information of children under the age of 16. Please do not submit any Personal Information of a child under the age of 16 to ADT. If you are under the age of 16, please do not use the Website or submit Personal Information to ADT. ADT will delete any Personal Information discovered of any child under the age of 16.

6.2. California Visitors. If you reside in California, you may have the right to: (1) request that a business that collects a consumer's personal data disclose the categories of personal information that a business has collected about consumers; (2) request that a business delete any personal information about the consumer that a business has collected; and (3) request that a business that sells a consumer's personal information, not sell the consumer's personal information.

6.3. European Union Residents. ADT does not intentionally collect information about European Union residents. If you are a European Union resident and you believe ADT has improperly collected your Personal Information, please email janzen@aglaw.us and request that your Personal Information be deleted.

7. Modifications. ADT may update this Privacy Policy at any time. All updates and amendments are effective immediately when you visit the Website.

8. Miscellaneous Legal Terms. This Privacy Policy is governed by Indiana law. Any suit naming ADT as a party involving this Privacy Policy must be filed in the state courts or federal district court located in Indianapolis, Indiana, and you consent to venue and jurisdiction there. ADT's failure to enforce any provision in this Privacy Policy is not a waiver of the right to do so at a later date. If any provision is found unenforceable, the remaining provisions of the Privacy Policy will remain in full effect.

9. ADT Member Companies. This Privacy Policy is intended to explain the basic privacy rights of Website visitors. Companies that request to become certified Ag Data Transparent, or that become certified Ag Data Transparent, must agree to the Master Services Agreement. The Master Services Agreement governs your participation in the ADT certification process and supersedes this Privacy Policy. Companies that become Supporting or Industry Members are also subject to the applicable membership applications, which may also contain provisions regarding privacy of information.

10. Before You Copy this Privacy Policy. This Privacy Policy is intended only for the ADT and this Website. The privacy of personal information is a rapidly evolving area of the law. The law may be different depending on the location of your visitors and your company. You should consult an attorney before cutting and pasting this policy onto your website.

11. Last Words. The ADT is all about transparency. If you believe the ADT has violated your privacy rights in any way, please contact the ADT to advise of your concerns. If you have any

other questions or requests related to this Privacy Policy, please address them to:
janzen@aglaw.us.