

FarmlandFinder

PRIVACY POLICY

Last Updated: May 11, 2020

This Privacy Policy describes the information collected through this website and the online tools and related services we provide, including our market intelligence, data management, and API (application protocol interface) tools (together, the “**Platform**”), and how that information is used and shared. FarmlandFinder, Inc. (together with its affiliates, “**FarmlandFinder**,” “**we**,” “**us**,” or “**our**”), and its licensors and suppliers may collect or receive the types of information described below in connection with your access to and use of the Platform (together, “**Collected Information**”). You acknowledge and understand that certain tools and components of the Platform (namely, its real estate brokerage features) are provided solely by our real estate brokerage affiliate, FarmlandFinder Brokerage LLC, while others are provided by FarmlandFinder, Inc. itself.

This Privacy Policy is incorporated into and made a part of our [Terms of Service](#) and any other agreement that references this Privacy Policy or governs access to or use of the Platform.

By accessing or using the Platform, by accepting our [Terms of Service](#), or by entering into any other agreement with FarmlandFinder that governs access to or use of the Platform, you agree on behalf of yourself and any organization or company that you represent (together, “you”) that you have read and understand this Privacy Policy. If you do not agree with this Privacy Policy, do not access or use the Platform.

This Privacy Policy also explains your rights and choices regarding your personal information, how we communicate changes to this Privacy Policy, and how you may contact us regarding questions or issues with respect to anything contained in this Privacy Policy.

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Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. All changes will be effective immediately upon posting of the updated Privacy Policy to the Platform and, by accessing or using the Platform after changes are posted, you agree to those changes. Material changes will be clearly posted on the Platform or otherwise communicated to you.

Information We Collect and How We Collect It

The information we collect generally falls into the following categories:

- Information voluntarily provided to us, for example, your name, contact information, payment information, job applications, and user-generated content.
- Information collected through use of the Platform, for example, account activity, data collected by the servers used to operate the Platform (such as IP addresses), location information, data collected by analytics and advertising services, data collected when you connect using or share information via social media platforms, and data collected by cookies.

Information Voluntarily Provided to Us

Personal Information. You can visit our website without submitting your personal information to us but you will be required to provide your personal information in order to access or use the Platform or to sign up for a Platform account. We will collect any personal information from or about you that you choose to provide to us, which may include, without limitation, your name, email address, physical address, telephone numbers, and other contact information. We will use your personal information as described below in this Privacy Policy, including to set up and administer your Platform account and to communicate with you. Additionally, if you provide a mobile or other telephone number to us, you consent to receiving text messages and telephone calls from us at that telephone number as described below, but only to the extent permitted by applicable law.

Account and Administrative Information. To sign up for a Platform account you will be required to provide your name, email address, and, where applicable, payment information. You may have the option of populating your Platform account and/or profile, where available, with other types of information. Any such information that you choose to submit will be collected by FarmlandFinder.

Payment Information. Payments for access to and use of the Platform made through our website must be made by credit or debit card or, where the options are provided, by ACH or check. All credit and debit card information and other payment information (e.g., bank account numbers) is provided directly to our applicable PCI-compliant third-party payment processor. FarmlandFinder does not directly access, handle, or store your credit or debit card information (except that we may store the last four digits of your credit or debit card number to assist our payment processor with recurring payments), but we will maintain a record of the payments you make through our website. To submit payment through our website via credit or debit card, you will need to provide your name and your credit or debit card type, number, expiration date, and security code. You may also be required to provide your billing address. Our payment processors may use Collected Information as described in their respective privacy policies.

User-Generated Content. We will collect all data, information, images, messages, documents, and other content that are entered into, submitted to, uploaded to, transmitted using, or otherwise provided via the Platform by you or on your behalf (e.g., property addresses, property size, land types, other property characteristics, leases, other agreements, and search parameters). You are responsible for any and all such user-generated content. You understand and acknowledge that certain features of the Platform may allow or require user-generated content you provide to be made available, including publicly available, to other Platform users and that, accordingly, those other users may be able to access and use that user-generated content. For example, user-generated content pertaining to properties and land available for purchase may be posted on the Platform such that it is viewable by users seeking to acquire property. User-generated content that you provide is transmitted at your own risk. We cannot guarantee that user-generated content will not be viewed by unauthorized persons. You understand that, even after removal, user-generated content you have provided may remain viewable to and may have been copied or stored by other users of the Platform. For more information on user-generated content and how it's used and disclosed, please review our [Terms of Service](#).

Job Applications. If you submit a resume, job application, or related materials or other information to us, we may use that information to evaluate your qualifications and consider or respond to your inquiry or application. Your submission of a resume, job application, or related information does not in any way require FarmlandFinder to review that information or consider you for employment.

Mailing Lists, Reports, and Surveys. If you sign up or otherwise opt in to receive blog updates, reports (e.g., lead generation reports), promotional communications, or related materials from us, you will need to provide your email address. We will use this information to generate content and to send you emails. You may opt out of receiving these emails from us at any time by following the unsubscribe instructions in the applicable email. We may use

third-party email providers to deliver these communications to you.

Other Information We Collect

As you navigate and use the Platform, certain information can be passively collected—that is, gathered without the user actively providing the information or being concurrently made aware of the collection of the information—using various technologies. We passively collect a variety of types of information in a variety of ways, including:

Account Activity. We will collect data about how you use the Platform and your account, for example, the Platform features you choose to use, the types of properties you search or browse for using the Platform, your preferences, and information about saved properties.

IP Addresses and Related Data. The servers used to operate and provide the Platform may collect data pertaining to you and the equipment, software, and communication methods you use to access the Internet and the Platform, including Internet protocol (“IP”) addresses assigned to the computers and other devices from where you access the Internet, your Internet service provider (ISP), your device ID number, your media access control (MAC) address, your operating system, your computer screen resolution, your web browser type, the pages you access on the Platform, the websites you access before and after visiting the Platform, the length of time you spend on the Platform, date and time stamps, clickstream data, and your approximate geographic location. FarmlandFinder may use this information to administer the Platform and its servers, to generate statistical information, to monitor and analyze Platform traffic and usage patterns, to monitor and help prevent fraud, to investigate complaints and violations of our policies, and to improve the Platform’s content. We may combine this information with other Collected Information (including personal information) and information obtained from third parties for security reasons and to protect our rights or the rights of others. The suppliers that we use to provide the Platform may collect information about your visits to the Platform and other websites. Some of this information may be collected using cookies and similar tracking technologies as explained below under “Cookies and Other Tracking Technologies.”

Location Information. In addition to the approximate geographic location information collected as discussed above, we may, with your consent, access more specific location information to enhance the user experience, increase the usefulness of the Platform, and determine what services are available in your area. This includes both geographical location information that you input using the Platform (e.g., when you enter a street address) and, as applicable, geographical location information collected by device-based location services (including GPS data). You may choose to allow us to access your location by granting the Platform access to your location when prompted or through your device’s location services settings. FarmlandFinder also uses the Google Maps API(s). Pursuant to the [Google Maps APIs Terms of Service](#), use of this location feature is also subject to [Google’s Privacy Policy](#). For information on how Google categorizes location information, please visit [Types of location data used by Google](#). Both the [Google Terms of Service](#) and [Google’s Privacy Policy](#) are incorporated into this Privacy Policy by this reference.

Analytics. The Platform uses third-party analytics tools (e.g., Google Analytics, Mixpanel, and Hotjar) to collect and process data about your use of the Platform, including when you visit the Platform, URLs of the websites that you visit prior to visiting the Platform and when you visit those websites, and IP addresses assigned to the devices from where you access the Internet. Our analytics providers may set and read cookies to collect this data and your web browser will automatically send data collected by those cookies to our analytics providers. Our analytics providers use this data to provide us with reports that we will use to improve the Platform’s structure and content.

For more information on how Google uses this data, visit [Google’s Privacy Policy](#) and Google’s page on [How Google uses data when you use our partners’ sites or apps](#). To prevent this data from being used by Google Analytics, follow the instructions to download and install the [Google Analytics Opt-out Browser Add-on](#) for each browser you use. Using the Google Analytics Opt-out Browser Add-on will not prevent FarmlandFinder from using other analytics tools and will not prevent data from being sent to the Platform itself or to Google. For more information about how Google Analytics uses cookies to measure user interactions on websites, visit [Google Analytics Cookie Usage on Websites](#). To opt out of Mixpanel cookie(s), click [here](#). You may opt out to Hotjar’s creation of a user profile, Hotjar’s storing of data about your usage of the Platform, and Hotjar’s use of tracking cookies on other websites by opting out [here](#). You may disable cookies as discussed below, but that may impact your use and enjoyment of the Platform.

Advertising Networks, Personalized Advertising, Remarketing, and Retargeting. From time to time the Platform may use or participate in advertising networks and related advertising services that are managed and provided by third-party advertising servers, advertising agencies, technology vendors, and research firms, including Google Ads and advertising services provided by Facebook (sometimes referred to the Facebook “tracking pixel”) and Twitter. These services collect information about your visits to and interactions with the Platform and other websites and will use that information to target advertisements for goods and services and to display those advertisements on other websites. The information collected may be associated with your personal information.

Advertising networks often gather data about consumers who view advertisements to make inferences about a consumer’s interests and preferences, which enables their computers to deliver advertisements directly targeted to the consumer’s specific interests. This practice is often referred to as “online behavioral advertising.” For example, a third-party advertising network might collect the type of web browser you use, the type of computer operating system you use, the domain name of a website you visit, whether or not you visit specific pages of the Platform and other websites, the location of your Internet service provider, the date and time of a visit to a website, and other interactions between you and a website.

Through Google Ads, Google uses your Internet searches, cookies, and similar identifiers (e.g., pixel tags) to collect information about your visits to the Platform and your interaction with our products and services to generate targeted advertisements to you on other websites that you visit across the Internet.

We may also enable and implement the following Google Analytics Advertising Features on the Platform: Remarketing with Analytics, Demographics and Interest reporting, Campaign Manager integration, Display & Video 360 integration, Google Display Network (“GDN”) Impression Reporting, and Segments. Remarketing with Analytics uses Google Analytics cookies to serve advertisements to you across the Internet based on your visits to the Platform. Demographics and Interest reporting uses a third-party cookie to collect information about our Platform traffic by tracking users across websites and across time, which generates a report for us to better understand Platform users. Campaign Manager integration allow us to view, analyze, and create remarketing lists using our Campaign Manager data in Google Analytics. Display & Video 360 integration allows us to create remarketing lists in Google Analytics and have those lists available in Display & Video 360. GDN Impression Reporting allows us to measure the impact of unclicked GDN Display ad impressions on website behavior and conversions. Segments allows us to isolate and analyze subsets of Platform users by sorting our Google Analytics data.

To opt out of remarketing advertising provided through Google, to customize your ad preferences, or to limit Google’s collection or use this information, visit [Google’s Safety Center](#) and [Google’s Ad Settings](#) and follow [Google’s personalized ad opt-out instructions](#). Opting out will not affect your use of the Platform.

If you have a Facebook account but do not wish Facebook to collect data relating to you via the Platform, we suggest that you take the steps outlined below under “Social Media.”

To change your preferences with respect to certain online ads and to obtain more information about third-party ad networks and online behavioral advertising, please visit the [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#). Please remember that changing your settings with individual web browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads from time to time.

Social Media. The Platform may allow you to connect to and share information with various social media platforms, for example, Facebook, Twitter, and LinkedIn. These features may require us to implement cookies, plug-ins, and application protocol interfaces (APIs) provided by those social media platforms to facilitate those communications and features. We may share information that you provide us or that we may collect about your use of the Platform with those platforms and that information will be subject to their privacy policies. We encourage you to review those platforms’ privacy policies: [Facebook’s Data Policy](#); the [Twitter Privacy Policy](#); and [LinkedIn’s Privacy Policy](#). In addition, by choosing to use any third-party social media platform or choosing to share content or communications with any social media platform, you allow us to share information with the designated social media platform. We cannot control any policies or terms of such third party platform. As a result, we cannot be responsible for any use or disclosure of your information or content by third-party platforms, which you use at your own risk.

The Platform may also use the advertising services and networks offered by social media platforms to deliver advertising content. Use of these services requires social media platforms to implement cookies or pixel tags to

deliver ads to you while you are logged into the applicable social media platform.

If you do not want social media platforms to collect information relating to you via the Platform or to link information collected via the Platform to your social media accounts, we suggest that you: (a) do not connect to or share information with social media platforms using the Platform; (b) hide social media platform plug-ins using an ad blocker; (c) always log off completely from social media platforms before visiting the Platform or other websites and delete all related cookies; and, (d) where the option made available by a social media platform, disable the advertising services and networks operated by that platform. For example, you may opt out of Twitter's interest-based advertising by notifying Twitter through one of the methods it describes [here](#).

Cookies and Other Tracking Technologies. The Platform automatically uses cookies to track your use of the Platform in order to facilitate and enhance the user experience on the Platform and for other purposes as described below. Cookies are small pieces of information that are stored on your device's hard drive by your web browser. We use cookies to learn and track how you access and use the Platform, including when and how users visit the Platform and how popular particular Platform pages are and aren't. We also use cookies to recognize Platform users, to help display information on the Platform, and to improve your enjoyment and the usefulness of the Platform, for example, by remembering and displaying certain information.

The Platform may use both cookies that we implement and cookies implemented by our suppliers and other third parties. "First-party" cookies allow your browser to talk to the actual website that you are visiting, whereas "third-party" cookies allow your browser to talk to third-party websites, such as the source of an ad that appears on the website you are visiting or a third-party analytics provider.

Most browsers automatically accept cookies. Browsers generally also allow users to manage cookies in the browser's settings. For example, a browser may allow you to reject cookies from certain websites, reject certain types of cookies regardless of the website, reject or disable all cookies from all websites, and/or delete cookies stored previously. Some browsers also give you the option of being notified every time a cookie is sent to your browser by a website. You can disable or limit cookies but doing so may impact your use and enjoyment of the Platform and other websites. For example, the Platform may not be able to be personalized for you, may no longer capture or remember your preferences or other choices you have made on the Platform in the past, and may not remember your name or contact information.

Changing your cookie preferences in one browser will not necessarily carry over to other browsers, so you may need to adjust your preferences each time you get a new computer, install a new browser, upgrade an existing browser, or alter or delete a browser's cookie file.

Our suppliers may use cookies and other tracking technologies, such as pixel tags, to track Platform visitors across the Internet to understand how you get to the Platform and for the analytics purposes disclosed in this Privacy Policy. We do not have access or control over these cookies and this Privacy Policy does not cover the use of third-party cookies.

The types of information collected by a cookie and the purposes for which that information is used depends on the type of cookie. By way of illustration, the types of information collected by the Platform's cookies and the purposes for which that information are used are described below. We may also combine information collected by cookies with other Collected Information.

- *Operationally necessary cookies (also called essential cookies).* These are cookies that are required for the operation of the Platform. For example, these cookies are required to identify irregular website behavior, prevent fraudulent activity, and improve security. They also allow users of the Platform to make use of its functions. Without these cookies, services that you have requested cannot be provided.
- *Functional cookies.* These cookies allow us to offer you enhanced functionality when accessing or using the Platform. This may include to remembering choices you make, for example, remembering your preferences or settings, remembering if you reacted to something on or through the Platform so that you are not asked to react to it again, and remembering if you have used any feature of the Platform before. If functional cookies are disabled, various functions of the Platform may be unavailable to you or may not work the way you want them to.

- *Performance cookies (also called analytical cookies).* These cookies assess the performance of the Platform, including as part of our analytic practices to help us understand how visitors use and interact with the Platform, for example, which pages on our websites users visit most often. These cookies also enable us to personalize content and remember your preferences. These cookies help us improve the way our websites work and provide a better, personalized user experience.
- *Advertising or targeted cookies.* These cookies record your visits to the Platform, the pages you visit on our websites, and the links you have clicked. They gather information about your browsing habits and remember that you have visited a particular website. FarmlandFinder and its third-party advertising platforms or networks may use this information to make the Platform and its content more relevant to your interests (this is sometimes called “behavioral” or “targeted” advertising and is further discussed above). These cookies are also used to limit the number of times you see an advertisement and to help measure the effectiveness of advertising campaigns. To find out more about interest-based ads and your choices, please visit the [Digital Advertising Alliance](#), the [Network Advertising Initiative](#), the [Interactive Advertising Bureau \(IAB\) Europe](#), <http://www.allaboutcookies.org>, and <http://www.youronlinechoices.com>.

A cookie can either be a “session” cookie or a “persistent” cookie. Session cookies exist only for so long as you are visiting the applicable website. Session cookies are typically deleted or removed when you exit or quit your browser application. Persistent cookies exist for a set period of time, for example, six months or one year. Each time you visit a website that has implemented a persistent cookie, that cookie will remain active until its predetermined expiration date. You can also manually delete persistent cookies as discussed above.

The Platform may also use the following types of tracking technologies: web beacons (also called clear GIFs), flash cookies, and pixels (also called pixel tags). Web beacons are tiny graphics with unique identifiers that function similar to how cookies function but, in contrast to cookies, web beacons are embedded invisibly on websites. Flash cookies collect and store information about your use of a website and are commonly used for advertisements and videos. Pixel tags can be placed on websites or within emails to track your interactions with those websites and when emails are opened.

How We Respond to Do-Not-Track Signals. Due to the automatic collection of data using cookies as described above, we do not honor “do not track” requests. For this reason, your selection of the “Do Not Track” option provided by your browser may not have any effect on our collection of information using cookies and other tracking technologies.

Embedded Content. The Platform may incorporate content, including feeds, scripts embedded in the Platform’s code, and visible content (e.g., videos), provided by third parties. In some cases, those third parties collect data about how you interact with their content. For example, YouTube may collect or otherwise have access to usage data on videos embedded on the Platform as described in [YouTube’s Privacy Policy](#) and LinkedIn may collect or otherwise have access to usage data on materials embedded on the Platform as described in [LinkedIn’s Privacy Policy](#).

Information from Other Sources. We may obtain data about users of our Platform from various third-party companies and public sources and we may combine that data with Collected Information. This enhances our existing information about our users and customers.

How We Use and Disclose Collected Information

In addition to the uses and sharing described above, FarmlandFinder and its suppliers may use and disclose Collected Information as described below. We do not use, sell, rent, or otherwise disclose Collected Information except as stated in this Privacy Policy and as required or permitted by applicable law.

Purpose Collected and Communication with You. We will use and share Collected Information for the purpose for which it was collected, for example, to provide the Platform, to administer Platform user accounts, to process payments, to communicate with and provide support to Platform users, and to respond to user inquiries and requests. User-generated content will be used for the purpose for which it was provided, including to make that content available to other users of the Platform as discussed above and in our [Terms of Service](#). If you provide us with your telephone number, we may call you regarding your Platform account or in response to your questions or

comments and, as described below, we may send you text messages. We may also use Collected Information to notify you of changes made to the Platform (e.g., changes to our [Terms of Service](#) or this Privacy Policy).

Text Messages. If you opt in to receiving text messages (SMS and MMS) on the Platform when prompted, FarmlandFinder may send you autodialed and other text messages at the telephone number you provide relating to your use of the Platform, including listed properties. Consenting to receiving text messages is not required to buy goods or services or to otherwise do business with us. Message and data rates may apply.

Promotional Communications. FarmlandFinder may use Collected Information to send you promotional communications about our products and services to the extent permitted by applicable law and in accordance with your preferences. In order to provide you with a personalized experience, these communications may be tailored to your preferences based on, for example, inferences we make using your visits to the Platform or the links you click on in FarmlandFinder emails. You may opt out of receiving promotional communications from us at any time by following the unsubscribe instructions contained in the email, where applicable, or by contacting us using the contact information provided below under “Contact Us.” Note that, even if you opt out of receiving promotional communications from FarmlandFinder, you may still receive administrative communications from us with respect to your use of the Platform.

Sharing Collected Information with Our Suppliers. We may disclose Collected Information to our and our affiliates’ respective suppliers and service providers as necessary for us to provide the Platform and our other products and services to you, to engage in the use and sharing of Collected Information as permitted by this Privacy Policy, and as may be otherwise required or permitted by applicable law. These third parties may include our website and software management and hosting suppliers, cloud storage providers, providers of real property appraisal services, providers of real property lease services, website performance monitoring service providers, IT security providers, marketing and public relations service providers, and email service suppliers. Our suppliers are authorized to and may use and disclose Collected Information as necessary for them to provide the applicable services to us and, where applicable, as provided by their own privacy policies as noted above.

Evaluation and Improvement of Our Services. We may use and disclose Collected Information to analyze, develop, and improve the content, materials, products, and services that we provide; to inform marketing and communication plans and strategies; to understand use demographics and preferences; to analyze the effectiveness of the Platform; and to evaluate user needs and customize Platform content and users’ experience.

Data Aggregation. To the extent permitted by applicable law, we may aggregate personal information, user-generated content, and other Collected Information and use that aggregate data for our business purposes. We may use aggregate data to understand Platform users’ needs and usage patterns, to determine what kinds of products and services we can provide, and to improve and enrich our products and services. We may provide aggregate information to our affiliates, suppliers, and other third parties for these purposes. We may also combine Collected Information with other information in our possession for purposes of using information as described in this Privacy Policy.

Lawful Processes. We may use Collected Information and share it with third parties as required or permitted in accordance with subpoenas, court orders, law enforcement requests, governmental agency requests, and other legal processes.

Security and Protection of Rights. We may use Collected Information and share it with third parties if we believe doing so is necessary or appropriate to protect our rights or the rights of others, including to protect our operations, to enforce or bring legal action in the event of a violation of our agreements or policies, and to pursue remedies or limit damages that we may sustain.

Business Transactions. If FarmlandFinder undergoes a change in control, acquisition, merger, reorganization, or asset sale (in whole or in part), we may transfer, sell, share, or otherwise disclose Collected Information to the subsequent owner(s) or successor(s) of those transactions. We may also disclose Collected Information in connection with the evaluation of those transactions. Those owner(s), successor(s), and other recipients, as applicable, will be bound by this Privacy Policy as it applies to the information disclosed. Also, if FarmlandFinder or any of its assets are acquired or if FarmlandFinder goes out of business, enters bankruptcy, or goes through some other change in control or reorganization, Collected Information may be one of the assets transferred to or acquired by a third party.

With Your Consent. With your consent, we may use and share your personal information and other Collected Information in ways not specifically described in this Privacy Policy.

How Long We Retain Personal Information

FarmlandFinder will retain personal information for as long as it's needed for or otherwise serves the purposes outlined in this Privacy Policy, subject to applicable law.

For personal information that we process on behalf of our customers, we will retain that personal information in accordance with the terms of our agreement with them, subject to applicable law.

Choices and Access

We give you choices regarding our use and disclosure of your personal information. To access or update your personal information as it exists in our records, please contact us using the contact information below under "Contact Us."

Information Security

FarmlandFinder does not guarantee that loss, misuse, or alteration of information collected through the Platform will not occur, but we have implemented appropriate technical and organizational security measures in place to help protect against the loss, misuse, and alteration of information under our control. The storage and communication of information can never be completely secure, so we do not guarantee that communications or other information that you submit or that are otherwise provided to us through the Platform will be completely secure.

If you become aware of any breach of Platform security or this Privacy Policy, please notify us at howdy@farmlandfinder.com immediately. If our security system is breached, we will notify you of the breach if and to the extent required under applicable law.

Access by Children

The Platform is not directed at children under 13 years of age. FarmlandFinder does not knowingly collect or use information from children under 13 through the Platform.

Third-Party Websites and Services

The Platform may link to, or be linked to, websites, applications, and services not maintained or controlled by FarmlandFinder. FarmlandFinder is not responsible for the privacy policies or practices of any third parties or any third-party websites, applications, or services. This Privacy Policy does not apply to any third-party websites, applications, or services, nor to any personal or other information that you may provide to third parties. You should read the privacy policy for each website, application, and service that you visit or use.

Cross-Border Transfer

Your personal information and other Collected Information may be stored and processed in any country where our or our suppliers' servers, databases, or facilities are located or operated. By accessing, receiving, or using the Platform or by providing consent to us (where required by law), you specifically acknowledge and agree to the transfer of information to countries outside of your country of residence (including to the United States), which countries' data protection and related laws, regulations, and rules may be different, and may require a lower standard of protection, than those of your country of residence.

Contact Us

If you have any questions or concerns regarding this Privacy Policy, contact us by email at howdy@farmlandfinder.com, by telephone at 712-720-0376 or by mail at FarmlandFinder, 500 Locust Street #108, Des Moines, Iowa 50309.

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