

Privacy Policy

Last Updated: July 21, 2023

Welcome to MetaFarms. MetaFarms, Inc. offers the MetaFarms™ Agriculture Platform used by livestock producers and other businesses to maximize operational performance, profitability, sustainability and stewardship.

We understand the importance of your privacy and we take our responsibility to protect it seriously. This Privacy Policy (the “Policy”) describes the types of information we collect from you through your access and use of the MetaFarms™ platform (whether through our browser-based instance, or one of our mobile applications, when you visit or use our website located at metafarms.com, interact with us, or otherwise communicate with us (collectively, the “Services”). This Policy describes how we use and disclose such information and certain rights and options you have regarding your information.

By providing us with personal information or using our Services, you expressly consent to the information-handling practices described in this Policy. If you do not agree with this Policy, please do not use our Services or provide us with your information.

Important Information About This Policy

While we always aim to provide complete and transparent information about how we process your personal information, we reserve the right to amend or update this Policy from time to time or to create additional policies in order to accurately reflect changed circumstances or new legal requirements. As a result, it is important that you read this Policy closely so that you are fully aware of how and why we are using your personal information and we ask that you regularly check this Policy for updates.

We also ask that where we have an ongoing relationship with you and any of the information you have provided becomes no longer accurate that you keep us informed of this so we can amend our records accordingly.

Personal Information We May Collect or Receive About You

For the purposes of this Policy, “personal information” is any information that identifies, relates to, or can be used to contact a particular individual. Because we are a business-to-business company, the types of personal information we collect are typically limited to the types of information contained in a business card—name, job title, business email, address, and phone number. The types of personal information we receive includes the following categories.

- **Contact information** – first name, last name, company email address, employment position, physical address for your company, billing address, and company telephone number.
- **User account information** – the username and password you use to access the MetaFarms™ platform, as well as any other profile information we may request from time-to-time.
- **Transactional information** – details about your company’s transactions with us, including method of payment, payments received, payment details, transaction history, and other information relating to the services purchased by your company.

- **Marketing information** – details regarding informational and promotional materials you may have requested or received from us, the services in which you are interested, your receipt of promotional communications, and information on your marketing or communication preferences.
- **Communication information** – copies of communications and inquiries you have submitted to us, including through email or phone calls.
- **Device and usage information** – details regarding how and when you use our website, platform and mobile applications, including the device used to connect to our website and mobile applications, your IP address and device identifier, the frequency and duration of your usage, the pages you view, what websites or search terms referred you to our website or mobile applications, and information about your interaction with our website or mobile applications.

We collect this information when you access, use, or navigate our website, mobile applications, or any other iteration of the MetaFarms™ platform, fill in forms on our website, request information on our website, communicate with us (including by phone, email, or otherwise), visit or engage with our social media pages, participate in surveys or sponsored activities, or otherwise provide us with personal information.

Please note that we may aggregate or anonymize the foregoing types of data such that they are no longer capable of identifying you, in which case they are no longer considered “personal information.”

Other Information We Collect From You

Like most businesses that operate websites or mobile applications, we use various technologies to automatically collect the following types of information about you:

- **Cookies.** Cookies are small text files that a website transfers to a visitor’s device for recordkeeping purposes. We use cookies to personalize visitors’ experiences on our Website, provide content that we believe may be of interest, track visitor trends and patterns, engage in marketing and advertising, and otherwise analyze our Website traffic. For further information about cookies, including how to refuse cookies, please visit www.allaboutcookies.org. Please note that if cookies are disabled, you may not be able to enjoy certain features of our website or the MetaFarms™ platform.
- **Log Files and Device Identifiers.** We use log files to track actions occurring on the website and our mobile applications and collect data about visitors, including IP address, browser type, Internet service provider, referring/exit pages, date/time stamps, and device identifiers.
- **Web beacons and other technologies.** We may use other tracking tools, including web beacons (also known as clear gifs, pixel tags, and single-pixel gifs), which are small electronic images embedded in content and email messages that are not ordinarily visible to users. Web beacons allow us to track pages and content accessed and viewed by users, as well as to monitor email readership.

- **Analytics.** We may also use third-party analytics tools, such as Google Analytics. You can find more information about how data is collected and processed in connection with the Google Analytics service [here](#). You can also read Google's privacy policy [here](#).

The information collected through these technologies may be combined with personal information. We may share information about your use of our website and mobile applications with our advertising and analytics partners, who may combine it with other information that you previously provided to them.

Information from Other Sources

We may obtain both personal and non-personal information about you from affiliates, business partners, vendors, contractors, suppliers, and other third parties and add it to other information we have collected. We, and the third parties we engage, may combine information we collect from you over time, and across the Services, with information obtained from other sources. This helps us improve the information's overall accuracy and completeness, and also helps us better tailor our interactions with you.

Information from Social Media

If you interact with us on any social media platform: (i) depending on your social media privacy settings, the personal information that you submit on the social media platform may be read, collected, or used by us as described in this Policy, and (ii) where we respond to any interaction with you on social media, your account name/handle may be viewable by any and all users of the social media platform. Social media platforms operate independently from us and we are not responsible for the personal information that you choose to submit or post on any social media platform. We encourage you to review the privacy policies and settings of any social media platform with which you interact to help you understand their privacy practices.

How We Use Your Information

We (or the service providers acting on our behalf) use the personal information identified above for the following purposes:

- Negotiating, entering into, and managing our business relationship and agreements with your company, including providing our products and services and processing payments from your company.
- Providing and optimizing your experience with the Services and ensuring that our content is presented to you in the most effective manner.
- Communicating with you and responding to your inquiries and communicating regarding our services, our agreements with your company, and other issues.
- Sending you promotional or informational communications and solicitations, tracking your marketing preferences, and for our internal marketing purposes.
- Managing customer service issues, including issues relating to the performance of our services and customer feedback.
- Developing, updating, and improving our services, customer service, and customer experience, and otherwise improving our knowledge and insights regarding customers.
- Preventing and detecting fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the Services.

- Enforcing our agreements with your company, complying with our legal or regulatory obligations, and defending or advancing legal claims.
- Notifying you about changes to our Services or material changes to this Policy.
- Providing you with surveys or otherwise soliciting feedback from you.
- Performing other functions as otherwise described to you at the time of collection or to which you otherwise consent.

For more information about your options relating to your personal information and your communication preferences, see “Your Choices About the Collection and Use of Your Information” below.

Our Marketing Efforts

We may send you direct marketing communications from time to time including news, updates, offers, and other announcements relating to our services and business. We will only send marketing messages where the law allows us to do so and, in the event that you no longer wish to receive marketing communications from us, then you can always unsubscribe using the option provided in the communication you have received (e.g., in the footer of the email) or by contacting us using the information below.

Disclosure of Your Information

When the information we collect is aggregated, anonymized, or otherwise does not identify you, it is no longer considered “personal information.” We may use such information for any purpose or disclose it to third parties, to the extent permitted by applicable law.

We may share information collected about you via your access and use of the Services with your employer, who is our customer, including in the event that we detect any security issues or potential fraud in connection with your account.

In addition, we may disclose your information to the following types of entities:

- Business partners, service providers, and third-party vendors necessary for the performance of any contract we enter into with your company. For example, our IT providers, secure payment processing providers, customer contact center services, insurance providers, and document storage providers.
- Service providers we use to facilitate our business operations and administer the Services. These third parties have access to your personal information only to perform specific tasks on our behalf and are obliged not to disclose or use it for any other purpose. For example, our service providers include (i) IT and system administration providers, (ii) software hosting providers, and (iii) vendors used to assist with the security of our software.
- Marketing and advertising vendors that may assist with lead generation, hosting information relating to clients and potential clients, marketing automation, advertisement placement and targeting, and marketing campaigns and communications.
- Analytics vendors in order to understand Services traffic and usage patterns, optimize our Services, and provide us insights into our users.

- Regulatory and governmental authorities, law enforcement agencies, and courts, as necessary to comply with applicable laws and regulations, respond to a subpoena, search warrant, or other lawful request for information, or to otherwise protect our rights.
- Our professional advisors, such as lawyers, accountants, and other similar advisors.
- Buyers or other successors prior to or in the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred.
- Other parties for any purpose we disclose at the time you provide the information.

Security of Personal Information

We use appropriate administrative, technical, and physical measures to protect your personal information from loss, theft, and unauthorized use, disclosure, or modification. Please be aware that no data transmission over the Internet is 100% secure. While we strive to protect your personal information, we cannot ensure or warranty the security of any information you transmit to us and you do so at your own risk.

Your Choices About the Collection and Use of Your Information

We respect your right to make choices about the ways we collect, use, and disclose your information. We try to offer you meaningful choices regarding your personal information. Some choices you have regarding personal information include the following.

- **Marketing Emails** – As required by applicable laws, you can opt-out of receiving promotional emails from us by clicking the “opt out,” “unsubscribe,” or similar link in any such promotional emails and following the instructions provided.
- **Cookies** – Depending on your browser or device, you may have the option to set the browser to accept all cookies, reject all cookies, notify you when a cookie is set, or delete cookies. Each browser and device are different, so we recommend you evaluate the tools and settings available in your browser or device, as well as any available instructions for the same. Please note that if you disable or delete cookies, you may not be able to access or use certain features of the Services.
- **Google Analytics** – As discussed above, we use Google Analytics in connection with the website. If you would like to refrain from having your data collected by Google Analytics, Google has developed an opt-out browser that you can [use](#). You can find more information on how Google uses information it collects [here](#).
- **Declining to Provide Information** – You can choose not to provide us with information we may request through our Services, but that may result in you being unable to use certain features of our Services, request information about our business, or initiate other transactions with us.
- **Do Not Track Mechanisms** – Please note that our Services do not honor “Do Not Track” signals, and such signals will not impact the operation of the website or MetaFarms™ platform.

In addition to the above, you may contact us using the details provided at the end of this Policy with any questions about the choices relating to your personal information.

Rights Afforded to California Residents

California Civil Code § 1798.83 (California's Shine the Light Act) further permits California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. If you are a California resident, you may ask us to refrain from sharing your personal information with certain of our affiliates and other third parties for their direct marketing purposes. Please tell us your preference by contacting us at the contact information below.

Rights Afforded to Canadian Residents

If you reside in Canada, various Canadian laws, including Canada's Personal Information Protection and Electronic Documents Act ("PIPEDA"), may provide you certain rights with respect to your personal information, including the right to request information about the collection, use, or disclosure of your personal information, to request access to your personal information, and to challenge the accuracy and completeness of your personal information and have it amended as appropriate.

If you are a Canadian resident and would like to make a request regarding your personal information, please send a request to the email address identified below with the subject line, "Canada Resident Request." We will attempt to respond to your request as quickly as possible but may ask you to provide additional information to enable us to locate the personal information or determine how it has been used or disclosed. We will provide you access, as appropriate, at minimal or no cost to you.

Links to Third-Party Websites

Our website and mobile applications may contain links to third-party websites. Such websites have separate privacy policies that you should review. We cannot take responsibility for the content of linked websites or those companies' data-handling practices.

Children's Privacy

Our Services are intended for access and use by a general audience and are not directed at children under the age of 13. Accordingly, we do not knowingly collect personal information from children under age 13 through our website or mobile applications. Should we discover that a child under age 13 provided us with personal information, we will use that information only to inform the child that we must have parental consent before receiving such information.

International Transfers

MetaFarms is headquartered in the United States and, as a result, the information you provide to us may reside on servers or workstations located the United States. You understand and consent to the transferring of your information to the United States. You also understand that data protection laws in the United States may differ from those of the country where you reside. When we transfer personal information to the United States, we will implement appropriate and suitable safeguards to protect such information as may be required by applicable data protection laws.

Data Retention

We will retain your personal information for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or other mandatory reporting requirements. To determine the appropriate retention period for any information we collect, including information contained in our MetaFarms platform, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process it and whether we can achieve those purposes through other means (e.g., we may retain contact information for marketing purposes), and applicable legal requirements. We also consider any specific limitation periods under applicable law.

Changes to this Policy

Please note that we may change this Policy from time to time. If there are changes to our Policy, we will post them here and update the “Last Updated” date at the top of this document. Continued use of the Services after any changes is deemed to be acceptance of those changes. Accordingly, we encourage you to check the Policy periodically for updates.

How to Contact Us

For questions or more information about our privacy practices, or to raise any challenges or concerns, please contact by using the contact information provided below:

MetaFarms, Inc.

Phone: 952.215.3233

Email: support@metafarms.com