Farm Dog Privacy Policy

Last updated: January 2017

We, Farm Dog Ltd., our affiliates and subsidiaries (collectively, "**Farm Dog**", "**we**", "**us**", or "**our**"), are committed to respecting your privacy. Your ability to make informed choices about the uses of your information is important to us. This section provides detail on how we collect, use and store information and data that we receive from our users. If you have any comments or questions about our privacy policies, please contact us at privacy@farmdog.ag. Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Service, a current version of which is available at http://farmdog.ag/pdf/farm-dog-terms-of-service.pdf (the "**Terms**").

By accessing and using the Services, you agree to be bound by this Privacy Policy and you consent to the use of your Personal Information (as defined below) and your Agronomic Data (as defined in the Terms) by Farm Dog as described herein. If you do not agree to any of the provisions as set hereunder in this Privacy Policy, you have no right to use the Services. This Privacy Policy should be read together with the Terms and together they constitute the entire agreement between you and us.

This Privacy Policy applies to any and all Personal Information and Agronomic Data we may collect or receive including without limitations through our Services. This Privacy Policy may be updated from time to time and therefore we ask you to check back periodically to read the most updated Privacy Policy. Your continued use of the Services shall be deemed to be your continued acceptance of the terms of this Privacy Policy, as amended.

As used in this privacy policy, "**Personal Information**" means information that can be directly associated with a specific person or entity such as a name, address, telephone number, GPS co-ordinates of property, or e-mail address.

1. INFORMATION WE COLLECT

1.1. Information received through registration and use of the Services

In order to use the Services, you will be required to register and create a profile. In creating the profile, you will be required to provide certain information about yourself such as your name and email address as well as certain Agronomic Data, which may include land data, farm management data, machine data, and weather data. It is your voluntary decision whether to provide us with any such information, but if you refuse to provide such information we may not be able to register you to use the Services. We also collect information concerning your use and activity on the Services. If you deactivate your account, we will retain all of your information. You may send us an email to delete your account, in which case we will remove any identifying information from the data associated with your account.

1.2. Device Information

In order to recognize you, store your preferences, and track your use of our application, we may store your mobile device IDs (the unique identifier assigned to a device by the manufacturer) when you use the Services.

1.3. Aggregate Data

When you use our Services, we receive and store certain Personal Information, and personally non-identifiable information. The Personal Information collected during use of the Services will be treated as indicated below. Regarding the non-personally identifiable information collected during use of the Services, Farm Dog may store such information itself or such information may be included in databases owned and maintained by Farm Dog affiliates, agents or service providers. Farm Dog may use such information and pool it with other information to track, for example, the total number of users of our services or to analyze trends. Farm Dog may share this non-identifiable data with its affiliates, agents, and business partners.

2. HOW WE USE INFORMATION

Except as expressly set forth herein, we will not share your Personal Information with third parties without your explicit permission, except when required by law, regulation, subpoena or court order.

Personal information submitted to us or collected via the Services will be used for the purposes specified in this Privacy Policy.

We may use your Personal Information to:

(a) Administer the Services and process your activities in connection with the Services;

(b) Improve your user experience by personalizing the Services;

(c) Enable your use of the Services;

(d) Communicate with you;

(e) Send you emails and/or push notifications;

(f) Help diagnose problems with our servers.

We may also share your Personal Information with third party vendors or service providers, such as email service providers sending emails on our behalf. We may also authorize third party vendors or service providers to collect information on our behalf.

We may use the Personal Information that you provided us in order to send you service related communications, including service announcements and administrative messages, relating either to your account or to your use of the Services. Farm Dog may also send you emails about services that we think might interest you. We will not send you such promotional messages if you opt-out from receiving them, or at any time request in writing to stop receiving such messages.

In addition, we may aggregate and anonymize data we receive from our users ("**Anonymized Data**"). Anonymized Data helps us understand agronomic trends and customer needs~~]~~ so that new products and services can be considered and so existing products and services can be improved and tailored to user desires. Anonymized Data is anonymous and we will not link Anonymized Data to any Personal Information. We may share such Anonymized Data with third parties without restriction.

3. DISCLOSURE OF INFORMATION

We do not sell, trade, or otherwise transfer to outside parties your Personal Information. This does not include trusted third parties who assist us in operating our Services, conducting our business, or servicing you, so long as those parties agree to keep this information confidential and to not use it. We may use subcontractors that are located in countries other than your own, and send them information we receive. Some countries may have levels of protection of personal and other information which are different than in your country of residence or business. Your consent to this privacy policy followed by your submission of such information represents your agreement to that transfer.

We will fully cooperate with any law enforcement authorities or court order requesting or directing us to disclose the identity or behavior of any user suspected to have engaged in illegal behavior and thereby we may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable user information may be provided to other parties for analytics, trends study, or other uses.

We may transfer our databases containing information if we sell our business or part of it. Information about our users, including Personal Information, may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition. By providing such information, you expressly consent to such transfer and use, including transfers outside of the jurisdiction in which the information was provided.

4. SECURITY

We implement generally accepted industry standards to maintain the safety of your Personal Information when you enter, submit, or access your Personal Information and once we receive it. However, no method of transmission over the Internet, or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

We will delete any Personal Information provided to us by a user upon the receipt of a written request by such user. We cannot restore information once it has been deleted.

5. COOKIES

A cookie is a small piece of text that is sent to a visitor's device. The device provides this piece of text to the server when this visitor returns. A “persistent” cookie may be used to help save your settings and customizations across visits to our Services. Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. Also, you are free to delete any existing cookies at any time. Please note that some features of the Services may not function properly when cookies are disabled or removed.

6. THIRD PARTY SERVICES

Portions of the Services (including, without limitation, advertisements) may involve linking to or using web sites or services belonging to third parties. The Services may also provide you with links to access the sites of third party vendors or retailers. We have no control over such third-party sites or services,

and all use of third-party sites or services is at your own risk. Farm Dog cannot accept responsibility for the privacy policies of any such third party website or service. Farm Dog is not responsible for the content made available by means of such sites or services. Farm Dog does not endorse any products or services offered by third parties and we urge our users to exercise caution in using third-party sites or services.

7. CORRECTING, UPDATING OR DELETING YOUR INFORMATION

If you would like to access, correct, amend or delete any of your Personal Information please send a request to privacy@farmdog.ag. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

8. UPDATES TO THIS POLICY

If we decide to change our privacy policy, we will update the Privacy Policy modification date above. We encourage you to review this policy periodically to stay informed on our privacy practices.

9. COMMENTS AND QUESTIONS

If you have any comments or questions about our privacy policy, please contact us at privacy@farmdog.ag.