

We take data privacy and security seriously. We believe that our privacy policy does the utmost to ensure that our farmers maintain control of their data. We use high industry standards to protect your data.

We believe that our users own their data. This means that we always allow you to export your data out of our system, share your data, and close your account.

The issues of data privacy and data ownership in agriculture continue to be discussed. As we continue to participate in these discussions, we will update this policy to address any changes.

This is an agreement between Deveron Corporation (commonly doing business as “Farm Dog”), a Missouri corporation, and the owner and operator of www.farmdog.ag, the Farm Dog software, the Farm Dog mobile application, and you, a user of our website or services.

Please do not hesitate to contact us at privacy@farmdog.ag with any questions.

Who owns the data?

The data you provide Farm Dog is your data. You shall own and retain all right, title, and interest in and to your data. We will never sell your identifiable data to a third party without your explicit consent.

By providing Farm Dog with your data, you do grant Farm Dog the right to anonymize and aggregate your data and use it to improve the Farm Dog service and Farm Dog products. We will never use your data in a way that could be used to directly identify you.

What data does Farm Dog collect?

When using our service, we will be able to collect and will collect at various times:

- Personally identifiable information that you provide us upon registration;
- Personally identifiable information that is included in any agronomic forms that you provide us;
- Agronomic information that you provide to us or explicitly consent to our collection. To avoid confusion, we may collect any information found on agronomic forms that you provide to Farm Dog. Additional types of farm data we may collect are included in the [AgGateway White Paper, version 1.2](#).
- Personally identifiable information made available through your wireless device, including, but not limited to, your current location and route;
- Non-personally identifiable information from you such as IP address, referring URL, browser, operating system, cookie information, and Internet Service Provider.
- Usage statistics about your interactions with Farm Dog.

Third-party access

At certain times, we may use third-party individuals and organizations to assist us in operating our website and technology, conducting our business, or providing services to you. Our trusted third-parties will be bound by the same terms as defined in this Privacy Policy.

Data retention and deletion

We provide for the retrieval of your original complete dataset from our system in a commonly used format. Upon request, we will also remove any personally identifiable data from our system upon termination of use. However, aggregated or anonymized data may remain in our system.

Security

We treat data security as importantly as data privacy. We maintain industry standard administrative, physical, and technical safeguards to protect the security, confidentiality, and integrity of your data. We have established policies in place for notification and response to any breaches.

Updates to this privacy policy

We are continuously improving Farm Dog, so this Privacy Policy may need to change along with our offering. We reserve the right to change the Privacy Policy at any time, but if we do, we will bring it to your attention through email or through the Farm Dog website. Your continued use of Farm Dog will imply your consent to any and all changes.

This Privacy Policy was last updated on February 25, 2023.