

Smart Farm Systems Privacy Policy

2017. Smart Farm Systems, Inc. (“we,” “us,” and “our,”) created this “**Privacy Policy**” to inform users of our web site and products or services (“you,” “customer” or “your”) about our use of personal and other information gathered on or in connection with your access and use of www.smartfarm.ag, and all pages and posts thereon (collectively, the “**Site**”) or the software applications made available by us (for purposes of this policy, we refer to the Site and the software applications made available by us collectively as, the “**Service**”). By accessing the Site or using the Service, you agree to our use and disclosure of your information in accordance with the terms of this Privacy Policy, which we may change at any time, with any such change effective upon posting of such a changed Privacy Policy on the Site.

Information We Collect from You and Your Farm

In order to operate the Site and provide the Service, we may collect: (i) registration information, including, without limitation, user names and passwords; (ii) identifying information, including, without limitation, your name or the name of your company, postal addresses, phone numbers, email addresses; (iii) communications and other information sent to us or posted through the Service, including email addresses and other contact information; (iv) web logs, and other data entries and usage information, including, without limitation, your IP address, page URL, browser type and timestamp; (v) device and application IDs; (vi) location information; and (vii) demographic information, including, without limitation, zip codes, browsing history information, searching history information, and registration history information. Further, the purchase of the Service may require you to provide certain payment information, including your credit card number, to a secured third-party payment processor. Credit card information is provided to such payment processor through a portal linked to the Site and is not viewable or stored by, or accessible to, us.

In addition to the personal information described above, the Service collects, consolidates and analyzes data collected from the farm operation in which it is deployed, including certain weather, climate, environmental, irrigation, site, equipment, run time, usage, power, and other nodal or field-monitored data (collectively, “**Customer Data**”). Our use of Customer Data is subject to the terms and conditions of the software license granted to customers purchasing our software applications.

We do not knowingly collect information from children under the age of 13, and prohibit them from using our Service without the consent of their legal guardian. If we discover that we have collected information from a child under 13 without receiving the consent of their guardian, we will delete any such information as soon as possible.

How We Use Personal Information

Your personal information will be kept confidential, and except as otherwise set forth in this Privacy Policy, we will not sell, rent or lease to others your personal information. We use your personal information to help us efficiently operate the Service, to contact you in connection with your transactions, and to manage your account and provide you with customer support. Communications to you in connection with such uses are known as “Operational Communications.” By registering with the Service, you are agreeing to receive Operational Communications.

In addition, we may use personal information to send you newsletters and other promotional materials for the Products and Services. By registering with us, you are opting in to receive such emails. To

stop receiving such emails (other than Operational Communications), please send a request email to customerservice@smartfarm.ag or use our “opt-out” feature if available.

Further we may use your personal information to: (i) comply with legal or regulatory requirements; (ii) customize, measure and improve the Service and its content; (iii) inform you of changes to this Privacy Policy and our end user license agreements; and (iv) enforce our rights under our agreements with you. To operate the Site and provide the Service, our use of your personal information may entail sharing such with our agents, representatives, contractors and service providers so they can provide us with support services. We prohibit these parties from using your information for any other purpose.

We may review all demographic information. We may use demographic information to tailor the Service and to send communications that may be relevant to you.

Customer Data

Customer Data will be kept confidential, and except as otherwise set forth in this Privacy Policy, we will not sell, rent or lease to others Customer Data. We use Customer Data to provide and operate the Service. In addition, we use Customer Data in aggregate and blinded formats to create benchmarking, statistical, research and marketing analyses, surveys, reports and studies. During the term of the software license granted to customers purchasing our software applications, and for a period of thirty (30) days thereafter, such customers may request from us an electronic file of their Customer Data.

Special Cases in which We Share Personal Information and Customer Data

Personal information and Customer Data may be provided to a third party in the event of a transfer of ownership or assets, or a bankruptcy. Also, we may disclose personal information and Customer Data when we determine that such disclosure is necessary to comply with applicable law, to cooperate with law enforcement, or to protect the interests or safety of the Company or visitors to or users of the Site. In such circumstances, you agree the Company may disclose such personal information to the extent necessary. Also, we may disclose personal information and Customer Data to affiliated legal entities and businesses with whom we are under common corporate control. Whenever personal information is disclosed under this paragraph, we may also disclose your demographic information on a non-anonymous basis. All of our affiliated legal entities and businesses that receive your personal information and Customer Data from us will comply with the terms of this Privacy Policy with respect to their use and disclosure of such information.

Our Security Precautions

The Service has industry standard security measures in place to protect the loss, misuse and integrity of the information under our control. Although we make good faith efforts to store the information collected by us in a secure operating environment that is not available to the public, no data transmissions over the Internet are guaranteed to be completely secure and we cannot guarantee complete security.

Changes to this Privacy Policy

Please review this Privacy Policy periodically as we may modify it from time to time, which modifications shall be effective once posted on the Site. Each time you visit the Site, provide us with information, or use the Service, you are accepting the practices described in this Privacy Policy.

If you have any questions or concerns about this Privacy Policy, the practices of the Service, or your dealings with the Service, you can contact us at customerservice@smartfarm.ag.