



South Central FS Precision Department Data Usage & Privacy Policy

South Central FS values the privacy and security of the data that our customers choose to share with us through their purchase or enrollment in the services that our Precision department offers. Following is our Privacy Policy so you will understand our practices and your options before you choose to share your information with us.

Information We May Collect

As a South Central FS customer, we may collect from you:

- Name, address and telephone number
- Email address
- Field location
- Agronomic Data related to your operation (this may include planting, spraying, fertility, harvest, and geospatial referenced information) and other data types.

Ownership of Your Information

We presume you own the information and data that you provide to us as part of the service(s) you are asking the South Central FS Precision department to perform for you. For example, the data generated from the farming equipment you own or lease, as well as the information you have paid us to collect on your behalf as part of the services you purchase from South Central FS. We do not claim any ownership interest in your information. Your information will remain yours even after you provide it to us. Any data or information derived from the services provided by South Central FS will remain the property of you, the customer. By providing information, you represent that you have the right to share it with us and allow us to use and disclose it as explained in this Privacy Policy.

How We May Use & Share Your Information

South Central FS will use your data only as needed to perform the services you are paying for.

South Central FS will never sell your data to anyone either in its raw form or in any unidentified form.

South Central FS will use your data to provide high quality customer service, improve and enhance the products and services currently offered and identify areas where new products and services may benefit you.

South Central FS will never transfer your data or give access to your data to anyone without first having received your expressed permission to do so, unless compelled by a court of law.

South Central FS may use your data in an unidentified, anonymous manner, only with your expressed consent, as part of a data management service generally known as benchmarking that will be made available to farmers as a service, where customer's data is compared to this unidentified data

community as a service. You must **OPT-IN** for your data to become part of this service and to purchase this service from South Central FS.

You, the customer, may choose to **OPT-OUT** of this benchmarking data community at any time. If you decide to opt-out, any information derived from your unidentified data while you were still a part of the South Central FS data community will remain property of South Central FS. However, upon receipt of your decision to opt-out, South Central FS will immediately remove any and all of your submitted information from the South Central FS data community, thereby removing your data from being used in any way going forward in any benchmarking process.

If you decide in the future to no longer do business with South Central FS, we will, at your written request, remove any and all copies of that information in our systems. We keep no copies of your data and once deleted, it will no longer be available to either South Central FS nor can we provide any service to the customer that requires this data, unless the customer provides data in the future.

Data Security

The customer's data is stored in the South Central FS Precision department and reasonable organizational, technical, and administrative measures are used to protect your information. If at any time we determine that these protective measures have been breached or compromised and your information has been accessed inappropriately, we will notify you of that unauthorized access. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us at the name and phone number listed below in the "Contact Us" section.

Third Party Services & User-Generated Content

This privacy policy does not address, and South Central FS is not responsible for, the information collection, use, disclosure or security policies or practices of any other entity you may interact with. South Central FS encourages you to familiarize yourself with the data privacy policies of any other entity you choose to share information with.

Updates to this Privacy Policy

South Central FS may change this Privacy Policy. The "Updated" footer at the bottom of the first page indicated when this Privacy Policy was last revised. Any change to this Privacy Policy will become effective when we post or distribute the revised Privacy Policy. We will require you to acknowledge your agreement to any changes we make to our Privacy Policy before we allow you to use our services.

Contact Us

If you have any questions regarding this Privacy Policy, please feel free to contact:

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