

SEEDWAY WEBSITE PRIVACY POLICY

Last modified: May 2022

ATTENTION: PLEASE READ THIS SEEDWAY, LLC PRIVACY POLICY (“PRIVACY POLICY”), WHICH IS PART OF THE SEEDWAY [TERMS OF USE](#), CAREFULLY. THIS PRIVACY POLICY PERTAINS TO YOUR VISITS TO THE SEEDWAY.COM WEBSITE AND YOUR ACCESS TO ANY ASSOCIATED CONTENT INCLUDING EMAIL FEEDS, FEEDS THROUGH APPS, OR CONTENT PROVIDED BY SEEDWAY (COLLECTIVELY THE “SERVICE”). ANY TERMS DEFINED IN THE TERMS OF USE SHALL HAVE THE SAME MEANING IN THIS PRIVACY POLICY.

The Service is operated by SEEDWAY, LLC, P.O. Box 250, 1734 Railroad Place, Hall, NY 14463 USA. This Privacy Policy describes the information collected through your use of the Service, how We use it, how We share it, how We protect it, and the choices You can make about Your information.

ATTENTION: PLEASE READ OUR PRIVACY POLICY CAREFULLY BEFORE ACCESSING OR USING THE SERVICE. ACCESSING OR USING THE SERVICE INDICATES THAT YOU ACCEPT AND AGREE TO BE BOUND BY THIS PRIVACY POLICY IN FULL. IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, DO NOT ACCESS OR USE THE SERVICE. You acknowledge (a) that You have read and understood this Privacy Policy; (b) that this Privacy Policy shall have the same force and effect as a signed agreement; and (c) that by agreeing to this Privacy Policy, You consent to receive notifications regarding security incidents to the email address We have on file for You.

Unless explicitly stated otherwise, any new features that augment or enhance the current Service shall be subject to this Privacy Policy.

Please review the Privacy Policy each time You use the Service. BY USING THE SERVICE, YOU AGREE TO BE BOUND BY THE MOST RECENT VERSION OF THE PRIVACY POLICY. If We materially change this Privacy Policy, We will let You know by sending an email notifying You of the changes to the email address We have on file for You and posting an updated Privacy Policy on the Service.

I. Information We Collect

We collect information from You when You use the Service, contact or interact with us, and voluntarily provide us with Your comments and other content in connection with using the Service.

- **When You register or log in to Your account**, We may collect Your username, email address, and password. We may also collect information related to the list of products in which You are interested, Your orders, downloads, addresses, payment methods, and account details in connection with Your account.
- **When You search for SEEDWAY or Farm Partner locations or access crop reports**, We may collect Your location information, including Your precise geolocation.
- **When You place an order**, We may collect information related to Your username, email address, password, coupon code, tax exempt status, billing details (including first name, last name, company name, country/region, street address, town/city, state, zip code, telephone number, and email address), order details, credit card number, expiration date, card security code, SEEDWAY account number, shipping details (including first name, last name, company name, country/region, street address, town/city, state, and zip code), and order notes.

- **When You contact us**, We collect the subject of Your communication, first name, last name, email address, location (including city and state), telephone number, and the contents of Your message.
- **When You create an account to apply for career opportunities or create job alerts**, We may collect Your email address, password, first name, last name, country/region of residence, and notification statuses.
- **When You apply for a job**, We may collect information related to Your resume, cover letter, and any other documents You voluntarily submit, Your name, address, phone number, email address, information related to Your work experience and previous employment (including employment dates, type of business, title, company name, and responsibilities), information related to Your education (including the dates of Your enrollment, school, major, degree, GPA, and highest level earned), information related to Your certifications/licenses (including the name of the certification/license, description, institution, effective date, and expiration date), information related to Your geographic mobility (including Your willingness to relocate and the location desired), information related to Your professional memberships (including the name of the organization, Your position/role, and the dates of Your membership), information related to Your professional references (including the name of Your reference, the relationship of that reference to You, the number of years You have known the reference, and the reference's email address and work phone/cell phone number), job-specific information (including information related to how You heard about the position, the name of Your employee referral (if applicable), Your current job type, desired job type, the date on which You will be available, years of relevant work experience, minimum salary requirements, whether You are currently or have ever worked for the GROWMARK system, whether You will require sponsorship to work in the country in which the position is located at any time, whether You are currently 18 years of age or older, and whether You are a current employee of a GROWMARK System Member Cooperative (and, if so, the name of the GROWMARK System Member Cooperative for which You currently work)), gender, race/ethnicity, veteran status, disability status, and signature. The process is run by a third-party service provider; information on third-party service providers is described in the **How Information is Disclosed** section below.
- **We may collect information about You from third-party sources**. The Service provides links to our social media pages, including our Facebook, Instagram, LinkedIn, Twitter, and YouTube Pages. If You connect with social media websites through the Service, We may receive personal information about You.

We automatically collect information regarding each user of our Service, including Your IP address, the domain name of Your Internet service provider, the Service features You use and the time of Your use, Your device information (e.g., device model and operating system version), and aggregated information that cannot be used to specifically identify You when You use the Service. Additional information collected is described in the **Analytics** and **Cookies** sections below.

We may combine all of the information We collect from You and use it in the manner described in this Privacy Policy.

II. How We Use Information

We use the information that We collect for several purposes, including:

- The purposes for which it was provided;
- To provide information and respond to requests for products;
- To process and respond to customer inquiries and comments;
- To collect and process applications for employment;
- To collect payment information (for credit card payments, Your information will be used to submit Your payment information to our payment processor);
- To display relevant advertising;
- To administer, operate, and improve the Service;
- To personalize and enhance Your experience using the Service;
- To send periodic emails. If email recipients choose, the email address they provide may be used to send them occasional news, updates, related product or service information, etc. Note: If at any time email recipients would like to unsubscribe from receiving future commercial emails, We include unsubscribe instructions at the bottom of each email;
- To generate and review reports and data about our user base and Service usage patterns;
- To analyze the accuracy, effectiveness, usability, or popularity of the Service;
- To compile aggregate data for internal and external business purposes;
- To prevent fraud and abuse of the Service and to otherwise protect You and our business;
- To assist law enforcement and respond to subpoenas; and
- To perform other business activities as needed, or as described elsewhere in this Privacy Policy.
- As explained elsewhere in this Privacy Policy, personal information We collect may be processed by our partners in providing services related to the Service (such as administration services, technical services relating to the maintenance, servicing, and upgrading of software, hosting services, customer service, data migration services, and analytical services, among others).

III. How Information is Disclosed

Information may be disclosed to third parties in accordance with our Privacy Policy. Please note that a user may choose not to share certain information as described in the **Analytics** section below.

A. Third Party Service Providers and Business Partners. We may use third-party service providers and business partners to perform functions in connection with the Service, such as website hosting, social sharing (pursuant to which information related to Your IP address, operating system, browser type, the webpage You visited, and cookie information may be shared in connection with social media buttons placed on the Service), marketing, site analytics, relationship management, functions related to analyzing and improving the Service usefulness, reliability, user experience, and operation, storing data, and as otherwise described in this Privacy Policy. We also may share personal information with these providers and partners for their direct marketing and promotional purposes and so they can provide services to You.

- **AddThis.** AddThis allows users to share content across different Internet platforms. We use AddThis to enable users to share via social channels, and to help us understand how many people share content from our Service and what content is more likely to be shared. AddThis may collect information such as Your IP address, device type, browser type and language, unique IDs (such as a cookie ID), operating system, information related to apps, screen resolution, preferred language, date and time of Your engagement with the Service, information related to the referring URL and the web search by which You arrived at the Service, Your email address, geographic location data derived from Your IP address, information related to Your social media accounts, information related to the contents of the emails You send when You choose to share content through email (as well as sender and recipient email address), and interest and online behavior information. AddThis may use the personal data it collects for facilitating the functionality of AddThis tools, facilitating marketing of products and services to You by AddThis Publishers and Oracle Marketing & Data Cloud customers and partners, enabling online behavioral advertising, personalizing messages and recommendations, linking browsers and apps across devices, developing, analyzing, and improving AddThis Tools and Oracle products, and syncing unique identifiers, among other purposes. For more information on the information that AddThis collects, please visit the AddThis privacy policy at <https://www.oracle.com/legal/privacy/addthis-privacy-policy.html#section4>. For information on how to opt out of the collection and use of Your personal information, please visit <http://www.aboutads.info/choices/>, or <http://optout.networkadvertising.org>.

- **Adobe Fonts.** Adobe Fonts hosts the fonts We use on the Service. Adobe Fonts may collect information related to the fonts served, Web Project ID, Web Project JavaScript version, Web Project type, embed type, Account ID, service providing the fonts, server serving the fonts, hostname of page loading the fonts, the time it takes the web browser to download the fonts, the time from when the web browser downloads the fonts until the fonts are applied, whether an ad blocker is installed and whether the presence of that ad blocker affects pageview tracking, and operating system and browser version. For more information, please visit the Adobe Fonts privacy policy at: <https://www.adobe.com/privacy/policies/adobe-fonts.html>.

- **Facebook.** By clicking on the Facebook button on the Service, You will be automatically transported to the official Facebook Page for SEEDWAY, <https://www.facebook.com/SEEDWAYLLC/>.

- **Google Maps.** Google Maps is integrated with the Service, and Google may receive personal information in connection with use of the Service, including search terms, IP address, and latitude/longitude coordinates. Use of Google Maps features and content is subject to the current versions of the: (1) Google Maps/Google Earth Additional Terms of Service at https://maps.google.com/help/terms_maps.html; and (2) Google Privacy Policy at <https://www.google.com/policies/privacy/>.

- **Instagram.** By clicking on the Instagram button on the Service, You will be automatically transported to the official Instagram Page for SEEDWAY, https://www.instagram.com/accounts/login/?next=/seedway_llc/.

- **LinkedIn.** By clicking on the LinkedIn button on the Service, You will be automatically transported to the official LinkedIn Page for SEEDWAY, <https://www.linkedin.com/company/seedwayllc/>.

- **Seminis.** We collaborate with Seminis for the purposes of advertising. SEEDWAY/Seminis digital ads are placed on select trade publication websites. When a user clicks the ad, the user is redirected to the corresponding product listing on the Service. Seminis may collect information related to location, IP address, device identifier, internet service provider, browser language and type, operating system, session identification number, search terms and results, and information related to clickstream data or online browsing data. For more information, please visit the Seminis privacy policy at: <https://www.cropscience.bayer.us/privacy-statement>.

- **TaxJar.** We use a TaxJar plugin through WooCommerce for the purposes of managing sales tax. Through this integration, TaxJar and WooCommerce may collect information related to Your name, address, email address, payment or billing information, transaction history, sales tax information, internet activity information, IP address, domain name of Your Internet service provider, browser type, referring/exit pages, platform type, date/time stamp, and number of clicks. For more information about the information WooCommerce collects, please visit the WooCommerce privacy policy at: <https://automattic.com/privacy-notice/>. For more information about the information TaxJar collects, please visit the TaxJar privacy policy at: <https://www.taxjar.com/privacy-policy/>.

- **Twitter.** By clicking on the Twitter button on the Service, You will be automatically transported to the official Twitter account for SEEDWAY, @SEEDWAY_LLC, https://twitter.com/seedway_llc.

- **WooCommerce.** WooCommerce is our e-commerce platform. WooCommerce may collect Your credit card and billing information, shipping address, IP address, location, unique device identifier, browser type, language preference, operating system, referring site, mobile network information, information related to the date and time of Your access, information about Your interactions with the Service, information derived from cookies and other technologies, and any other information You voluntarily provide (including information You submit as part of a contact request). For more information about the information WooCommerce collects, please visit the WooCommerce privacy policy at: <https://automattic.com/privacy-notice/>.

- **YouTube.** When You click on the YouTube button on the Service, You will be automatically transported to the official YouTube Channel for SEEDWAY, <https://www.youtube.com/channel/UCjQZECaAa6k2-RBxKZNPiHA>. Google may collect information related to IP address, location, browser and device information, websites visited, queries searched, ads viewed, videos watched, user names, or other account information. Google may set or read cookies on Your browser. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&gl=us>.

B. Advertisers. We may share information with advertisers on the Service for use in their advertising and marketing.

C. Payment Processing. Any payment information You provide through the Service may be shared with and may be stored by our credit card processor, First Data, and is subject to its privacy policy, available at: <https://merchants.fiserv.com/en-us/privacy/>.

D. Job Openings. We use a third-party service provider, SuccessFactors, to collect information on the Careers Page.

If You are interested in pursuing career opportunities, You can review and apply for job openings listed in an online job board. If You elect to proceed, You will be seamlessly linked to a website maintained by SuccessFactors. We encourage You to read the SuccessFactors privacy policy, available at <https://www.sap.com/about/legal/privacy.html>, before providing any personal information.

When You submit an application for employment, SuccessFactors may collect information related to Your resume, cover letter, and any other documents You voluntarily submit, Your name, address, phone number, email address, information related to Your work experience and previous employment (including employment dates, type of business, title, company name, and responsibilities), information related to Your education (including the dates of Your enrollment, school, major, degree, GPA, and highest level earned), information related to Your certifications/licenses (including the name of the certification/license, description, institution, effective date, and expiration date), information related to Your geographic mobility (including Your willingness to relocate and the location desired), information related to Your professional memberships (including the name of the organization, Your position/role, and the dates of Your membership), information related to Your professional references (including the name of Your reference, the relationship of that reference to You, the number of years You have known the reference, and the reference's email address and work phone/cell phone number), job-specific information (including information related to how You heard about the position, the name of Your employee referral (if applicable), Your current job type, desired job type, the date on which You will be available, years of relevant work experience, minimum salary requirements, whether You are currently or have ever worked for the GROWMARK system, whether You will require sponsorship to work in the country in which the position is located at any time, whether You are currently 18 years of age or older, and whether You are a current employee of a GROWMARK System Member Cooperative (and, if so, the name of the GROWMARK System Member Cooperative for which You currently work)), gender, race/ethnicity, veteran status, disability status, and signature. SuccessFactors may also collect information related to the website You came from prior to submitting an application.

The personal information that You submit to SuccessFactors while online may be accessed and downloaded by SEEDWAY professionals located in the U.S., and used for evaluating Your qualifications for the job for which You have applied and other jobs that may suit Your experience and qualifications.

E. Business Changes. If We become involved in a merger, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution, or other transaction, or if the ownership of all or substantially all of our business otherwise changes, We may transfer Your information to a third party or parties in connection therewith.

F. Affiliates. We may also share Your information with our affiliates for purposes consistent with this Privacy Policy. Our affiliates will be required to maintain that information in accordance with this Privacy Policy.

G. Investigations and Law. We may disclose information about You to third parties if We believe that such disclosure is necessary to:

- Comply with the law or guidance or cooperate with government or law enforcement officials or private parties;
- Investigate, prevent, or take action regarding suspected illegal activities, suspected fraud, the rights, reputation, safety, and property of us, users, or others, or violations of our policies or other agreements with us;

- Respond to claims and legal process (for example, subpoenas); and/or
- Protect against legal liability.

H. Aggregated Information. We may share aggregated information relating to users of the Service with affiliated or unaffiliated third parties. This aggregated information does not contain personal information about any user.

I. Analytics. We use third-party analytics tools to better understand who is using the Service and how people are using it. These tools may use cookies and other technologies to collect information about Your use of the Service and Your preferences and activities. These tools collect information sent by Your device or the Service and other information that assists us in improving the Service. This information may be used to analyze and track data, determine the popularity of certain content, and better understand Your online activity, among other things.

We use Google Analytics to better understand who is using the Service and how people are using it. Google Analytics uses cookies to collect and store information, such as Service pages visited, places where users click, time spent on each Service page, Internet Protocol address, type of device and operating system used, language preference, location-based data, device ID, search traffic, gender, and age. We use this information to improve the Service and as otherwise described in this Privacy Policy. Please see: <https://policies.google.com/technologies/partner-sites> for information about how Google Analytics uses this information, and visit: <https://tools.google.com/dlpage/gaoptout> for information about the Google Analytics Opt-out Browser Add-on. Google may track Your activity over time and across websites.

We may also work with third-party advertising companies that help deliver these advertisements to You. To learn more about third-party online advertising and to opt out of certain types of advertising, please see: <http://optout.networkadvertising.org/?c=1>.

J. Cookies and Other Tracking Technologies

We, along with third parties, use cookies, local storage objects, Web beacons, and other technologies. These technologies are used for tracking, analytics, and personalization and optimization of the Service.

Cookies are small files that are transferred to and stored on Your computer through Your Web browser (if You allow it) that enable the website's or service provider's system to recognize Your browser and capture and remember certain information. You can instruct Your browser to stop accepting cookies. But, if You do not accept cookies, You may not be able to use all portions of all functionality of the Service.

- Persistent cookies remain on the visitor's computer after the browser has been closed.
- Session cookies exist only during a visitor's online session and disappear from the visitor's computer when the visitor closes the browser software.

Web beacons are small strings of code that provide a method for delivering a graphic image on a web page or in an email message for the purpose of transferring data. You can disable the ability of web beacons to capture information by blocking cookies.

We use cookies and other tracking technologies on the Service to help us understand and save Your preferences and interests, so We can personalize Your future visits and compile aggregate data about Service traffic and Service interaction to offer better Service experiences and tools in the future.

Some of our business partners, such as our analytics providers and advertising networks, also use cookies and other tracking technologies on our Service, some of which may track users across websites and over time.

IV. Security

We implement a variety of security measures to protect the safety of Your personal information when You enter, submit, or access Your personal information.

While We take reasonable measures to protect the information You submit via the Service against loss, theft, and unauthorized use, disclosure, or modification, We cannot guarantee its absolute security. No Internet, email, or mobile application transmission is ever fully secure or error free. Email or other messages sent through the Service may not be secure. You should use caution whenever submitting information through the Service and take special care in deciding with which information You provide us.

We cannot guarantee that transmissions of Your personal information will be fully secure and that third parties will never be able to defeat our security measures or the security measures of our partners. WE ASSUME NO LIABILITY FOR DISCLOSURE OF YOUR INFORMATION DUE TO TRANSMISSION ERRORS, THIRD-PARTY ACCESS, OR CAUSES BEYOND OUR CONTROL.

If you use our Service outside of the United States, You consent to having Your data transferred to the United States.

V. Data Retention Policy, Managing Your Information

We will retain Your information for as long as You use the Service and for a reasonable time thereafter. We may maintain anonymized or aggregated data, including usage data, for analytics purposes. We may retain and use Your information as necessary to comply with our legal obligations, resolve disputes, and/or for the period required by laws in applicable jurisdictions. Please note that some or all of the information We have collected may be required for the Service to function properly.

VI. Links to Other Services or Applications

This Privacy Policy applies only to the Service. The Service may contain links to other websites or apps or may forward users to other websites or apps that We may not own or operate and to which this Privacy Policy does not apply. The links from the Service do not imply that We endorse or have reviewed these websites or apps. The policies and procedures We describe here do not apply to these websites or apps. We neither can control nor are responsible for the privacy practices or content of these websites or apps. We suggest contacting these websites or app providers directly for information on their privacy policies. Nonetheless, We seek to protect the integrity of our Service and welcome any feedback about these linked websites and mobile applications.

VII. Your Choices Regarding Your Information

You have choices regarding the use of information by the Service.

- **Changing Your Information** – To change Your information, You may email us at WebsitePrivacy@FSsystem.com, or visit Your account dashboard.
- **Closing Your Account** - You may close Your account by contacting us at WebsitePrivacy@FSsystem.com, or by visiting Your account dashboard. If the email account associated with Your email address is not active, We may close Your account without notice.

VIII. Information Collected From Other Services and Mobile Applications and Do Not Track Policy

Your browser or device may offer You a “Do Not Track” option, which allows You to signal to operators of websites, web applications, mobile applications, and services (including behavioral advertising services) that You do not wish such operators to track certain of Your online activities over time and/or across different websites or applications. Our Service does not support Do Not Track requests at this time, which means that We or our analytics providers or other third parties with which We are working may collect information about Your online activity both during and after Your use of the Service.

IX. Children

Our Service is not intended for children under 18 years of age. We do not knowingly collect personal information from an individual under age 18. If You are under the age of 18, please do not submit any personal information through the Service. If You have reason to believe that We may have accidentally received personal information from an individual under age 18, please contact us immediately at WebsitePrivacy@FSsystem.com.

X. Changes to Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. Please review this Privacy Policy periodically, and especially before You provide any information. This Privacy Policy was made effective on the date indicated above.

XI. How to Contact Us

Please feel free to contact us by email at WebsitePrivacy@FSsystem.com, or by writing us at SEEDWAY, LLC, P.O. Box 250, 1734 Railroad Place, Hall, NY 14463 USA, if You have any questions about this Privacy Policy.

XII. Your California Privacy Rights

Section 1798.83 of the California Civil Code permits California residents to request from a business, with whom the California resident has an established business relationship, certain information about the types of personal information the business has shared with third parties for those third parties’ direct marketing purposes, and the names and addresses of the third parties with whom the business has shared such information during the immediately preceding calendar year. You may make one request each year by emailing us at WebsitePrivacy@FSsystem.com, or by writing us at SEEDWAY, LLC, P.O. Box 250, 1734 Railroad Place, Hall, NY 14463 USA.

XIII. Your Nevada Privacy Rights

The Nevada Revised Statutes (NRS 603A.300 et seq.) permit a Nevada consumer to direct an operator of an Internet website or online service to refrain from making any sale of any covered information the operator has collected or will collect about that consumer. You may submit a request pursuant to this directive by emailing us at WebsitePrivacy@FSsystem.com. We will provide further information about how We verify the authenticity of the request and Your identity.