

PRIVACY POLICY FARMGROW – NOVEMBER 2019

INTRODUCTION

FarmGrow places a high priority on protecting your privacy. This privacy policy concerns the way we handle and process the personal information that we collect on our website. This policy applies to the use of our website.

INFORMATION WE COLLECT AND RECEIVE

Information we collect or receive when you use our online services. We collect and process the personal information via our website through the section where you can leave your email address. The personal information only contains your email address.

We may collect some of this information using cookies, web beacons, and other technologies. When you visit our website, you will receive a one-time cookie pop up consent wherein you are given the opportunity to consent to the use of cookies. Should you decide not to consent to the use of cookies, some functionality and Services related to your use of our websites, applications, or other online services may not work properly. When you use our websites, we may collect information, including your Internet Protocol (“IP”) address (the unique address of your computer which makes it possible to recognize your computer), type of browser, domain names, time of access and the pages that you visit.

Should you consent to the use of cookies, depending on how you access and use our Services, we may receive:

- *Log information.* This is information that is automatically collected and stored when you use our Services or the websites and apps of our business partners and affiliates. It may include, for example:
 - Information about your interactions with the websites, apps, and other services you use, the content you view, the search queries you submit, and information in cookies and similar technologies; and
 - Information about how you access those websites, apps, and other services, your browser or operating system, your IP address, and the website you visited before visiting our Services.
- *Device information.* This is information we automatically collect and store about the device you use when you access our Services. Device information includes, for example, the type of device that you are using, and certain device identifiers which may be unique to your device.
- *Location information.* This information can include, for example, information about your location derived from your IP address if you are on a computer, or your mobile device's more precise geolocation information.

Most web browsers accept cookies automatically, but can be configured not to do so or to notify the user when a cookie is sent. If you wish to disable cookies, please refer to your browser's help section. Please note that you may need to take additional steps beyond changing your browser settings to refuse or disable cookies and similar technologies.

Google Analytics. We also collect information via Google Analytics. The analytics features we have implemented are Google Analytics Demographics and Interest Reporting, Remarketing, and Google Display Network Impression Reporting. Visitors can opt-out of Google Analytics using the [Ads Settings](#) and by using the [Google Analytics Opt-out Browser Add-on](#).

Other information. We may receive additional information about you that is publicly or commercially available and combine that with the information we have collected or received about you in other ways. Also, we receive information about you when you choose to connect with social networking services while using our Services.

HOW WE USE THE INFORMATION WE COLLECT AND RECEIVE

We collect and receive information for the following purposes:

To provide additional information about FarmGrow's work. This information includes updates on projects, new website features, invitations to special events, and opportunities to contribute financially. You will have a possibility to opt out any time you receive this type of information from us.

To improve our Services. We also use the information we collect and receive to provide content you or other users are likely to find relevant and engaging. Information collected will allow us to adjust and improve our websites to your wishes and needs and to be able to prepare anonymized statistics about the use of our websites. Using the information to improve our Services is in our legitimate interest.

To provide effective advertising. You may receive advertising on third-party websites and apps such as Google AdWords, Facebook, and Instagram. We use the information we collect and receive to advertise and to make the advertising we provide more effective, which is in our legitimate interest. Some of the ways we do this are:

- Showing you ads based on your online activities, such as your geographic location, the languages you speak, the keywords that you use on search engines, and the types of social media content that you "like" and/or follow, and website content you view;
- Limiting the number of times you see the same ad; and
- Measuring the effectiveness of the ads you see.

HOW WE SHARE THE INFORMATION WE COLLECT AND RECEIVE

Third Parties. We may share certain information we collect or receive with third parties to provide products and services you have requested, when we have your consent, or as described in this Privacy Policy.

We may share information with:

- *Affiliates.* The information one Rainforest Alliance affiliate receives can be shared among other Rainforest Alliance affiliates.
- *Business partners.* We may share information with select business partners, who may use the information, (including to provide you with relevant advertising in the U.S.) or to collect and make payments for services, donations or royalties and to confirm audit data.
- *Other parties* in response to legal process or when necessary to protect our Services. We may disclose your information to other parties when we have a good faith belief that:
 - It is necessary to respond to lawful governmental requests or legal processes (for example, a court order, search warrant, or subpoena);
 - The information is relevant to a crime that has been or is being committed;
 - An emergency exists that poses a threat to your safety or the safety of another person; or

- It is necessary to protect the rights or property of the Rainforest Alliance.

In the event that the ownership of FarmGrow or an affiliate or their assets changes as a result of a merger, acquisition, sale of assets, or in the unlikely event of a bankruptcy, your information may be transferred to another company.

Third Parties that Provide Content, Advertising Services, or Functionality on Our Online Services. Some of the content, advertising, and functionality on our Services may be provided by third parties that are not affiliated with us. Such third parties include:

- Advertising providers, which help us and our advertising customers provide ads that are tailored to users' interests and understand how users respond to those ads; and
- Audience-measurement companies, which help us measure the overall usage of our Services and compare that usage to other online services.

Some of these companies may participate in industry-developed programs designed to provide consumers with choices about whether to receive targeted ads.

FINAL REMARKS

Our Commitment to Security

We shall provide appropriate technical and organizational measures to protect your personal data against loss or against any form of unlawful processing and shall impose such security obligations on any data processor we shall enlist. For example, we, or our data processor(s), shall use servers that have been placed in a controlled, secure environment, protected against unauthorized access.

How to Contact Us

If you have questions or concerns about this Privacy Policy or about FarmGrow's privacy practices in general, please contact us at:

FarmGrow
De Ruyterkade 6
1013 AA, Amsterdam
The Netherlands
+31 20 530 8000

info@farmgrow.org

Changes to This Privacy Policy and Additional Information

We may update this Privacy Policy from time to time, and so you should review it periodically. If there are significant changes to Rainforest Alliance's information practices, you will be provided with appropriate online notice.