

Farmbucks Inc. Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from farmbucks.com (the “Site”). Farmbucks is referred to in this policy as “Farmbucks”, “we”, “us”, and “our”.

Please take a few minutes to review this Privacy Policy. By accessing or using this Site, you are consenting to the collection, use and disclosure of your Personal Information as set forth in this Privacy Policy.

IF YOU DO NOT CONSENT TO THE COLLECTION, USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION AS SET FORTH IN THIS PRIVACY POLICY, PLEASE EXIT AND DO NOT USE THIS SITE.

IF YOU ARE IN THE EU, YOU MAY ALSO WITHDRAW YOUR CONSENT AT ANY TIME BY CONTACTING US. PLEASE NOTE THAT IN THE EVENT THAT YOU WITHDRAW YOUR CONSENT, WE MAY STILL BE REQUIRED OR PERMITTED BY LAW TO COLLECT, USE AND DISCLOSE SOME OR ALL OF YOUR PERSONAL INFORMATION.

PERSONAL INFORMATION WE COLLECT

“Personal Information” is information that identifies you personally, either alone or in combination with other information available to us. Examples of Personal Information include your name, contact details, job applications, information you provide when you create an account or a personal profile on one of our Sites, information you provide while using the “contact us” feature and information about the pages you have viewed and the path you have taken through our Sites.

When you visit the Site, we automatically collect certain information sent from your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

- Google Analytics to track user data such as pages visited, location, and actions taken on the site. Analytics records information on all devices. Google Analytics helps us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Additionally when you make a purchase or attempt to make a purchase through the Site, you will be redirected to a third-party. This Privacy Policy does not apply to Personal Information collected on any other website other than Farmbucks.com. Please see the privacy policy posted on the corresponding website for details. Farmbucks cannot prevent nor is it responsible for such uses by third parties.

When we talk about “Personal Information” in this Privacy Policy, we are also including Device Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We also collect, use and disclose your Personal Information where it is necessary for our legitimate interests of operating, protecting and improving our business.

SHARING YOUR PERSONAL INFORMATION

We may share your Personal Information within Farmbucks and with any of our affiliates where there is a “need to know” for the purposes set forth in this Privacy Policy.

We may share your Personal Information to our third-party service providers, companies and organizations, including subsidiaries and other business entities that perform services on our behalf or contribute to our services, for example companies that provide grain pricing information and website support services.

We may share your Personal Information with third-parties to help us use your Personal Information as described above, for example with Google Analytics. You can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We may share your Personal Information to asset holders or prospective purchasers shall Farmbucks decide to sell, buy, merge, or otherwise reorganize one or more of its businesses.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

LINKS TO THIRD-PARTY WEBSITES

This Site may also contain links to Web sites operated by other companies, including websites operated by our third-party service providers, and unrelated third parties. This Privacy Policy does not apply to Personal Information collected on any of these other Web sites. When you access third-party Web sites through a link on one of our Sites, please take a few minutes to review the privacy policy posted on that site.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. We reserve the right to do so, at any time and without prior notice, by posting the revised version on our Sites. These changes will be effective as of the date we post the revised version on our Sites. They will apply only to the Personal Information we collect after we have posted the revised version. Your use of one of our Sites following any such change constitutes your consent to the terms of the revised Privacy Policy. For this reason, it is important to review this Privacy Policy regularly.

CLICK-THROUGH AGREEMENT

When you sign up to use a special feature or password-protected area, you may be asked to agree to special terms governing your use of the special feature or password-protected area. In such cases, you will be asked to expressly consent to the special terms, for example, by checking a box or clicking on a button marked "I agree." This type of agreement is known as a "click-through" agreement. If any of the terms of the click-through agreement are different than the terms of this Privacy Policy, the terms of the click-through agreement will supplement or amend this Privacy Policy, but only with respect to the matters governed by the "click-through agreement."

TIME INFORMATION IS STORED

We may keep your Personal Information for as long as is necessary for our business purposes, and in particular to protect ourselves in the event of a legal claim. After this period, your Personal Information will be deleted or, in some instances, anonymized. If you subsequently withdraw your consent and we have no other lawful basis to continue processing your Personal Information, we will delete your Personal Information.

SECURITY

Although we take commercially reasonable measures to protect the confidentiality, integrity and security of your Personal Information, we cannot guarantee the security of your Personal Information. For this reason, we urge users to take every precaution to protect their Personal Information while using the Internet.

Password Protection. Certain areas of our Sites are password protected. You are responsible for maintaining the confidentiality of your passwords. We have the right to assume that anyone accessing one of our Sites using a password assigned to you has the right to do so. You will be solely responsible for the activities of anyone accessing our Sites using a password assigned to you, even if the individual is not, in fact authorized by you. If you have reason to believe that your password has been compromised or used without authorization, you must promptly change it using the functionality provided on the Site.

CONTACT US

For more information about our privacy practices, if you have questions, or would like to withdraw your consent, please contact us by e-mail at hello@farmbucks.com or by mail to Box 152, St. Vincent, AB, T0A3B0, Canada