

AgView Privacy Statement

Updated and Effective: November 10, 2020

The AgView service (the “Service”) is developed by the National Pork Board (“NPB,” “we,” “us,” and “our”) and operated on our behalf by a third party (the “Service Operator” or just “Operator”). Certain information about you is collected when you use the Service. Some of the information collected may be “personal information”—information that identifies you personally, alone or in combination with other available information. Other information may be nonpersonally identifiable.

This Online Privacy Statement (this “Statement”) applies to the Service and explains what information may be collected through your use of the Service, why the Service collects such information, how your information is protected, and the choices you have about how your information is used.

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Your Consent

By using the Service, you are consenting to the collection, use, disclosure, and transfer of your information as described in this Statement. If you do not consent to the collection, use, disclosure and transfer of your information as described in this Statement, you may not use the Service.

Our Terms of Use

This Statement is part of the [AgView Terms and Conditions](#) that govern your use of the Service.

Additional Privacy Notices

This Statement may be supplemented or amended from time to time by privacy notices (“Privacy Notices”) provided at the time your information is collected. For example, certain pages of the Service may contain Privacy Notices providing more details about the information collected on those particular pages, why the Service needs that information, and choices you may have about the ways the Service uses that information.

Your Choices

In General. We respect your right to make choices about the ways the Service collects, uses, and discloses your information. This Statement describes some of your choices, and we also may ask you to indicate your choices at the time and on the page where you provide your information.

Previously Expressed Preferences. You may be able to change previously expressed preferences regarding how the Service uses your information. You may be able to change preferences through your account settings. Otherwise, you can contact us using the information provided in the *Questions About This Statement or NPB’s Data Practices* section below.

Changes to this Statement

NPB reserves the right to update or modify this Statement and any Privacy Notice, at any time and without prior notice, by posting the revised version of the Statement or Privacy Notice on this site. These changes will only apply to the information the Service collects after we have posted the revised Statement or Privacy Notice on this site.

Your use of the Service following any such change constitutes your agreement that all information collected from or about you after the revised Statement is posted will be subject to the terms of the revised Statement. You may access the current version of this Statement at any time by clicking on the link marked “Privacy” within the site.

Information the Service Collects

Information You Manually Provide. The information you manually provide (using your keyboard, mouse, or touchpad) is collected when you use the Service. For example, the information you provide when you upload your contact information or production information will be collected. Some of this information may be personally identifiable.

Information Automatically Sent by Your Web Browser. Information is sent to the Service automatically by your web browser. This information typically includes the IP address of your Internet service provider, the name of your operating system, the name and version of your browser, the date and time of your visit, and the pages you visit. The information the Service receives depends on the settings on your web browser. Please check your browser if you want to learn what information your browser sends or how to change your settings.

The information the Service receives from your web browser is not, in and of itself, personally identifiable. Generally, this information is used in the aggregate to help us improve the Service and make it more compatible with the technology used by our visitors. However, the Operator may combine this information with other information that does identify you. The Operator may also review its server logs for security purposes—for example, to detect intrusions into the Service—and the Operator might share its server logs, which contain visitors' IP addresses, with the appropriate investigative authorities who could use that information to trace and identify you.

Information From Your Mobile or Tablet Device. Likewise, if you access the Service through your mobile device, the Service may automatically collect certain information from or about your device. The types of information the Service may collect includes the type of device you use, the IP address of your device, your device's operating system, the type of mobile or tablet Internet browsers you use, and information about the way you use our mobile or tablet application. This information is not, in and of itself, personally identifiable, but the Operator may combine it with other information that does identify you.

Information Collected by Cookies and Other Technologies. The Service uses “cookies” and other technologies to collect information and to support certain features. For example, the Service may use these technologies to:

- collect information about the ways visitors use the site—which pages they visit, which links they use, and how long they stay on each page;
- support the features and functionality of the site—for example, to save you the trouble of reentering information already in the Service database or to prompt the settings you established on previous visits; and
- personalize your experience.

The information the Service collects using cookies and similar technologies is not, in and of itself, personally identifiable, but the Operator may combine it with other information that does identify

you. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept cookies when you visit the site, you may be unable to use all of the functionality of the Service if your browser rejects cookies.

How the Service Uses Your Information

The intent of the Service is to be a repository for information about your livestock production business and to facilitate sharing of that information with third-parties of your choosing. NPB does not intend to use, repurpose, or commercialize your proprietary business information for its own purposes, and, in fact, NPB does not have ready access to such information. However, the information you submit may be used for the following purposes:

- to provide the information, products and services you request;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use the Service;
- to contact you with information and notices related to your use of the Service;
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- to improve the content, functionality and usability of the Service;
- to better understand your needs and interests; and
- for security, credit or fraud prevention purposes.
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How Your Information May Be Shared

With Third-Party Vendors. The information you submit through the Service will be collected by the Operator and any other third-party vendors who have been engaged to support the Service. These third-party vendors are restricted by contract from using the information for any purpose other than supporting the Service.

With Other Users of the Service. The Service allows you to share information you submit to it with state animal health officials and certain other users. For example, you may want to share movement data with a state animal health official. Whether you share your proprietary business information and personal information with these third parties is up to you. You acknowledge and agree that neither NPB nor the Operator has any responsibility or liability with respect to any acts or omissions of anyone with whom you elect to share your information. You also acknowledge and agree that you are solely responsible for ensuring that sharing your information with other users of the Service complies with applicable law, including applicable antitrust laws.

To Comply with Laws and Protect Our Rights and the Rights of Others. We may disclose your information when we in good faith believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of the Service; to enforce or apply the

AgView Terms and Conditions or other agreements; or to protect our own rights or property, or the rights, property or safety of Service users or others.

As Part of a Business Transfer. Your information may be transferred to a successor organization if, for example, the National Pork Board or one of its licensees transfer the ownership or operation of this Service to another organization or if National Pork Board or one of its licensees merge with another organization. If such a transfer occurs, the successor organization's use of your information will still be subject to this Statement and the privacy preferences you have expressed to us.

How Your Information Is Protected

The Operator takes reasonable precautions to provide a level of security appropriate to the sensitivity of the information collected through the Service. Although reasonable measures have been implemented to protect your information against unauthorized use or disclosure, it is not possible to eliminate all risks. Therefore, we cannot guarantee the security of information provided over the Internet or stored in our databases and will not be responsible for breaches of security beyond our reasonable control.

Children's Privacy

We do not knowingly collect, use or disclose personal information about visitors under 13 years of age. If you believe that a child has submitted personal information on or through this Service without the consent and supervision of a parent or guardian, please contact us using the information provided in the *Questions About This Statement or NPB's Data Practices* section below so that we can take appropriate action.

Links to Other Websites

This Statement applies only to this Service. The Service may contain links to third-party platforms that are not operated by us. These links are provided for your reference and convenience only and do not imply any endorsement of the products sold or information provided through these platforms, nor any association with their operators. NPB does not control these platforms and is not responsible for their data practices. Any information you provide to third parties on their platforms is covered under their privacy and data collection policies and is not covered by this Statement. We urge you to review the privacy policy posted on any website or mobile app you visit before using the platform or providing any personal or proprietary business information.

Access to Your Personal Information

If you would like to review, correct and update the information you have provided through this Service, please contact us using the information provided in the *Questions About This Statement or NPB's Data Practices* section below. As noted above, NPB does not have ready access to your

information, but we will forward your request to the Operator.

Retention of Personal Information

The Operator retains the information collected on this Service as long as necessary to provide the services, products and information you request or as permitted by applicable law.

Governing Law

This Statement shall be governed under the laws of the State of Iowa, United States of America without regard to its conflicts of law provisions. You hereby consent and waive all objections to jurisdiction of the federal and state courts of the state of Iowa and to venue therein.

Questions About This Statement or NPB's Data Practices

If you have questions or concerns about this Statement or NPB's data practices, please contact us by mail at National Pork Board, 1776 N.W. 114th St., Clive, IA 50325, or by email at info@pork.org.