

AgView Privacy Statement

Effective date: July 24, 2018

The AgView service (this “Service”) is owned by the National Pork Board and operated by the National Pork Board and/or its licensees (collectively, “NPB,” “we,” “us,” and “our”) NPB collects certain information about you through this Service. Some of the information NPB collects may be “personal information”—information that identifies you personally, alone or in combination with other information available to us. Other information may be nonpersonally identifiable.

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

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Your Consent

By using this 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 this Service.

Our Terms of Use

This Policy is part of the [End User License Agreement](#) that govern your use of this Service.

Additional Privacy Notices

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

Your Choices

In General. We respect your right to make choices about the ways we collect, use, and disclose 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 we use 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 Service. These changes will only apply to the information we collect after we have posted the revised Statement or Privacy Notice on this Service.

Your use of this 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 this Service.

Information We Collect

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

Information Sent to Us by Your Web Browser. NPB collects information that is sent to us 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 we receive 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 we receive from your web browser is not, in and of itself, personally identifiable. Generally, we use this information in the aggregate to help us improve this Service and make it more compatible with the technology used by our visitors. However, we may combine this information with other information in an attempt to identify you or we may combine it with information that does identify you. We may also review our server logs for security purposes—for example, to detect intrusions into our network—and we might share our 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 this Service through your mobile device, we may automatically collect certain information from or about your device. The types of information we may collect include 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 we may combine it with other information in an attempt to identify you or we may combine it with information that does identify you.

Information Collected by Cookies and Other Technologies. We use “cookies” and other technologies to collect information and support certain features of this Service. For example, we may use these technologies to:

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

The information we collect using cookies and similar technologies is not, in and of itself, personally identifiable, but we may combine it with other information in an attempt to identify you or we may combine it with 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 this Service, you may be unable to use all of the functionality of this Service if your browser rejects our cookies.

How We Use 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, NPB reserves the right to use any information you submit to this Service 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 this Service;
- to contact you with information and notices related to your use of this Service;
- to contact you with special offers and other information we believe will be of interest to you (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- to improve the content, functionality and usability of this Service;
- to better understand your needs and interests;
- for security, credit or fraud prevention purposes; and
- for any other purpose identified in an applicable Privacy Notice, click-through agreement or other agreement between you and us.

How We Share Your Information

With Third-Party Vendors. NPB may share information collected through this Service with third-party vendors who act for us or on our behalf. For example, we may use third-party vendors to design and operate this Service; to conduct surveys; and to store your information. These third-party vendors may need information about you to perform their functions.

With Other Users of this Service. This Service allows you to share information you submit to it with other users of the Service. For example, you may want to share movement data with a state animal health official. Whether you share your proprietary business information with third parties is up to you. You should have no expectation of privacy with respect to information you share with third parties. In addition, you acknowledge and agree that NPB has no responsibility or liability with respect to such shared information or 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 (including, but not limited to, with the U.S. Department of Agriculture or pursuant to the Freedom of Information Act), 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 this Service; to enforce or apply our [End User License Agreement](#) or other agreements; or to protect our own rights or property or the rights, property or safety of our users or others.

As Part of a Business Transfer. Your information may be transferred to successor organization if, for example, 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 Policy and the privacy preferences you have expressed to us.

As Described in a Privacy Notice or click-through agreement. We reserve the right to disclose your information as described in any Privacy Notice posted on a page of this Service where you provide that information. By providing your information on that page you will be consenting to the disclosure of your information as described in that privacy notice. We also reserve the right to disclose your information as described in any click-through agreement to which you have agreed.

How We Protect Your Information

NPB takes reasonable precautions to provide a level of security appropriate to the sensitivity of the information we collect. Although we use reasonable measures to help protect your information against unauthorized use or disclosure, 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 Policy applies only to this Service. This Service may contain links to platforms that are not operated by NPB. 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 Policy. 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 to us through this Service, please contact us using the information provided in the Questions About This Statement or NPB's Data Practices section below. We will respond to your request within the time limit set out by the applicable privacy legislation. We will use reasonable efforts to comply with your request as required by applicable law.

Retention of Personal Information

NPB 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.