



PRIVACY POLICY

This Privacy Policy applies to use of the Site and the Services as defined in the Terms of Use, and its terms are made a part of the Terms of Use by this reference and explains the treatment of your personal information collected by Sensilize.

We presume you own the information and data that you provide to us when you Use any Service provided by us. We do not claim any ownership interest in your information. That means that as between you and us, your information remains yours even after you provide it to us. By providing your information, you represent that you have the right to share it with us and to allow us to use and disclose it as explained in this Privacy Policy.

Collection of Personal Information

Information that can be used to uniquely identify or contact a single person is referred to herein as **“Personal Information”**. Sensilize may obtain Personal Information about individuals when such individuals specifically provide such information to Sensilize through the Site, the Service or through other means. Sensilize maintains appropriate safeguards, consistent with the standards of the industry, to ensure the security, integrity and privacy of personal information collected from individuals.

Personal Information which may be collected by Sensilize: Name; Postal address (including billing and shipping addresses); Telephone or fax number; Email address; Gender; Date of Birth; Credit and debit card number; Banking information, such as account and routing numbers; Vendor Tax ID numbers; National ID numbers such as Social Security Numbers; Financial information when you apply for credit; Passwords and reminder questions/answers; Purchase history.

Sensilize collects Personal Information when you visit the Site and make use of the Service and uses it to perform different actions in order to improve the Service.

We may combine Personal Information that we collect about you with Personal Information you provide to Sensilize through other sources, such as product registrations, inquiries, or marketing events. We will use the combined Personal Information in accordance with this Privacy Policy for as long as it is combined.

Use of Personal Information

Sensilize may use personal information, inter alia, as follows:

- I. To keep you posted on Sensilize’s latest product announcements, updates, and upcoming events.
- II. To assist Sensilize in marketing and/or publishing its products and/or services to you.
- III. For internal purposes such as data analysis, and research to improve Sensilize’s services, products, marketing and customer communications.
- IV. To respond to your inquiries and fulfill your requests, such as to send you e-mail alerts, text messages, and other written or electronic communications.
- V. To personalize your experience on the Site by presenting products and offers tailored to you.



- VI. To enable Sensilize business purposes, such as data analysis, audits, researching, and developing new products, enhancing Sensilize's website, improving Sensilize services, making field notes, observations, and prescriptions, collecting and providing agronomic and farm management information, developing marketing events, identifying usage trends and determining the effectiveness of Sensilize promotional campaigns.
- VII. As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce Sensilize Terms of Use; (e) to protect Sensilize operations; (f) to protect Sensilize rights, privacy, safety or property, you or others; and (g) to allow Sensilize to pursue available remedies or limit the damages that we may sustain.

Any person using the Site can, at any time, opt-out of receiving promotional and marketing information by contacting Sensilize as set forth below.

Individuals may at any time, by contacting Sensilize as set forth below, update/correct personal information previously submitted which the user believes is erroneous.

Sensilize may also collect and/or may create non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, create, use, transfer, and disclose non-personal information for any purpose.

Disclosure of Personal Information

At times Sensilize may make certain personal information available to strategic partners and resellers that work with Sensilize to provide Sensilize products and services, or that help Sensilize market to customers. Personally identifiable information will only be shared by Sensilize to market, provide or improve Sensilize products, services and advertising; it will not be shared with third parties for their own product and services marketing purposes.

You also acknowledge and agree that, it may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for Sensilize to disclose your personal information. Sensilize may also disclose information about you if (i) it determines that disclosure is necessary or appropriate for purposes of national security, law enforcement, or other issues of public importance; and (ii) if it determines that disclosure is reasonably necessary to enforce its terms and conditions or to protect Sensilize IP; and (iii) in the event of a reorganization, merger, or sale Sensilize may transfer any and all personal information it collected to the relevant third party.

Links to third party sites

As specified in the Terms, Sensilize's Site may contain links to third-party sites. You acknowledge and agree that Sensilize does not and cannot control and is not responsible for the privacy practices of such third-party sites.



Non-Personal Information

"Non-Personal Information" is any information that does not reveal your specific identity, such as: Browser information; Information collected through cookies, pixel tags and other technologies; Demographic information and other information provided by you; Aggregated information; Information about your agricultural operation, including, but not limited to: Field specific data, such as GPS coordinates, soil type, moisture patterns, yield, products used, agronomic observations, management practices, inputs, such as herbicides, pesticides, and fertilizers; Weather information; Preferences concerning how you receive information

How We Collect Non-Personal Information

Sensilize and Sensilize's third party service providers may collect Non-Personal Information in a variety of ways, including: Through your browser: Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system version and Internet browser type and version.

Using pixel tags, web beacons, clear GIFs or other similar technologies: These may be used in connection with some Site pages and HTML-formatted email messages to, among other things, track the actions of Site users and email recipients, measure the success of Sensilize marketing campaigns and compile statistics about Site usage and response rates.

From you: Information such as your location, as well as other information, such as your preferred means of communication, is collected when you voluntarily provide this information. Unless combined with Personal Information, this information does not personally identify you or any other user of the Site or the Service.

In the same ways we collect Personal Information, as described above.

By aggregating information: Aggregated Personal Information does not personally identify you or any other user of the Site or App, (for example, we may use Personal Information to calculate the percentage of Sensilize users who have a particular telephone area code).

Disclosure of Non-Personal Information

Because Non-Personal Information does not personally identify you, we may use and disclose Non-Personal Information for any purpose. In some instances, we may combine Non-Personal Information with Personal Information (such as combining your name with your geographical location).

If we combine any Non-Personal Information with Personal Information, e.g., when we combine information you provide upon registration with Non-Personal Information to provide you with targeted personalized marketing, the combined information will be treated by Sensilize as Personal Information.

IP Addresses



Your "IP Address" is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP).

An IP Address is identified and logged automatically in Sensilize server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many web sites.

Sensilize uses IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, administering the Site and presenting content that is tailored to your country. We may also use and disclose IP Addresses for all the purposes for which we use and disclose Personal Information. Please note that we treat IP Addresses, server log files and related information as Non-Personal Information, except where we are required to do otherwise

Google Analytics

Sensilize uses Google Analytics to help analyze how users use the Site. The tool uses "cookies," which are text files placed on your computer, to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the Site and to compile statistical reports on website activity for Sensilize.

Sensilize will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to the Site. Google will not associate your IP address with any other data held by Google. Neither we nor Google will link, or seek to link, an IP address with the identity of a computer user. Sensilize will not associate any data gathered from this site with any personally identifiable information from any source, unless you explicitly submit that information via a fill-in form on Sensilize Site.

Cookies

Cookies allow a web server to transfer data to a computer for recordkeeping and other purposes.

Sensilize may use cookies on its Site. The use of the cookies is used and aimed, inter alia, to assist Sensilize to better understand Site user behavior, help it in assessing and analyzing the effectiveness of advertisements and marketing materials presented in the Site, receive input as to which part of the Site has been visited etc. The use of cookies in the Site may include storing visitor preferences, information as to what pages of our Site have been visited, recording user information and/or other and/or additional information that the user sends or is received/recorded from user behavior. Please note that if you choose to do so you can set your browser to reject cookies.

Access, change or suppress your Personal Information

If you would like to review, correct, update, suppress, delete or otherwise limit Sensilize use of your Personal Information that has been previously provided to Sensilize, you may visit the [Sensilize My Preferences page](#) or contact robi@sensilize.com.



In your request, please make clear what information you would like to have changed, whether you would like to have your Personal Information suppressed from a Sensilize database or otherwise let Sensilize know what limitations you would like to put on Sensilize use of your Personal Information. We will try to comply with your request as soon as reasonably practicable.

Retention Period

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law.

Security

Sensilize uses reasonable organizational, technical and administrative measures to protect Personal Information under Sensilize control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with Sensilize is no longer secure, please immediately notify Sensilize of the problem by contacting Sensilize.

Privacy Policy Changes

Sensilize reserves the right to change this policy at any time therefore, and specified in the Terms we recommend that you review the Terms including, inter alia, the Privacy Policy on a regular basis and if you do not agree with all of the amended terms and conditions your sole remedy is to stop the use of the Site.

General

If you have any queries regarding the Privacy Policy please contact Sensilize in the following email address: info@sensilize.com