

Privacy Policy

Sentinel Ag, Inc.

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Sentinel Ag, Inc. ("**Sentinel**") is committed to protecting your privacy through our compliance with this Privacy Policy. This policy describes the types of Personal Information (defined below) Sentinel may collect from you when you visit the Sentinel Website or use the Sentinel Services and how Sentinel uses that Personal Information. We may change the Privacy Policy in our sole discretion. When we make material changes, we will notify you on the Sentinel website (the "**Site**") through the publishing of an updated Privacy Policy. Your continued use of the Services after revisions shall indicate your agreement with the updated Privacy Policy. This Privacy Policy is subject to all applicable laws of the United States and both the European Union and the European Economic Area (collectively, "**Europe**").

1. Key Terms

In this Privacy Policy, these terms have specific meanings:

- "**Authorized User**" means any person or entity that has created a Sentinel account and agreed to Sentinel's User Agreement.
- "**Visitor**" means any person who visits the Sentinel Website. An Authorized User is afforded the privacy rights of Visitor when visiting the Sentinel Website without logging in.
- "**Personal Information**" means any information that identifies or can be used to identify an Authorized User or a Visitor, directly or indirectly. Examples of Personal Information include first and last name, phone number, email address, address, occupation, or other demographic information.
- "**Website**" means any website owned and operated by Sentinel, including www.sentinelag.tech or any web pages, interactive features, applications, widgets, blogs, social networks, or other online, mobile, or wireless offerings that post a link to this privacy policy or are connected to the sentinelag.tech domain.
- "**Services**" means the farm management software-as-a-service as more fully explained in Sentinel's Terms of Service.
- "**Terms**" means Sentinel's Terms of Service.
- "**Third-Party Providers**" means those third parties that license content to Sentinel for use with the Services, as explained in Sentinel's Terms.
- "**You**" and "**your**" means, depending on the context, either an Authorized User or a Visitor.

Other defined terms have the meaning provided in Sentinel's [Terms of Service](#). Sentinel's collection, storage, and use of "Ag Data" is governed by Sentinel's [Ag Data Use Policy](#).

2. Privacy for Visitors

This section applies to Personal Information that Sentinel collects and processes through the Website and in the usual course of business. In this section “you” and “your” refers to Visitors.

2.1. The Information Sentinel Collects from Visitors.

Personal Information you provide to Sentinel on the Website or otherwise: You do not have to provide any Personal Information to visit the Website. Sentinel may collect Personal Information you voluntarily provide on the Website, such as necessary to provide you with product information, newsletters, updates and news about Sentinel. Information collected automatically through the Website: When you visit the Website, Sentinel may also collect certain information automatically from your device. We use cookies and other tracking technologies to collect some of this information. You can set your browser to opt-out from using cookies, but some functionality may be decreased.

2.2. Use of Visitors’ Personal Information.

We may use the information we collect through the Sentinel Website for various reasons, including:

- To provide you the Services.
- For recruitment purposes if you have applied for a position with Sentinel.
- To respond to your online inquiries.
- To improve Website security.
- To identify any server problems, connectivity or network issues.
- To compile aggregated statistics about site usage and to better understand the preferences of our Visitors.
- To carry out other legitimate business purposes, as well as other lawful purposes.

2.3. Cookies and Tracking Technologies. Sentinel may use various technologies to collect and store information when you use the Services, and this may include using cookies and similar tracking technologies. These technologies allow Sentinel to collect information such as the recipient’s IP address, browser, general location, frequency of use, and other similar details. We use this information to measure the usage and performance of the Website and to enhance the Services.

2.4. Visitors’ Data Protection Rights. You have the following data protection rights:

- To correct or request deletion of your Personal Information. You may contact Sentinel directly at any time about correcting or deleting your Personal Information, or altering your marketing preferences by emailing Sentinel at support@sentinelag.tech. Sentinel will consider your request in accordance with applicable laws.
- In addition, if you are a resident of the European Union, you can object to processing of your Personal Information, ask Sentinel to restrict processing of your Personal Information, or request portability of your Personal Information. You can exercise these rights by emailing Sentinel at support@sentinelag.tech.

- Similarly, if Sentinel has collected and processed your Personal Information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about Sentinel's collection and use of your Personal Information. For more information, please contact your local data protection authority. If you are unsure who your data protection authority is, please contact Sentinel at support@sentinelag.tech.

3. Additional Privacy for Authorized Users

In this section, "you" and "your" refer to Authorized Users.

3.1. Information Sentinel Collects from Authorized Users. Personal Information that Sentinel may collect from Authorized Users falls into the following categories:

- Information you provide when creating an account: While using the Services, you may provide Personal Information to Sentinel. Personal Information is provided when you sign up for and use the Services, consult with a Sentinel representative, send Sentinel an email, or integrate the Services with another provider.
- Information collected from other Authorized Users: Sentinel may obtain information from other Authorized Users about you. For example, Sentinel may learn from your Trusted Advisors additional information about you that is Personal Information.
- Information from third-party integrated services. Sentinel may include integrations with other technology platforms ("Integrations"). If you allow Integrations to share your information with Sentinel, Sentinel may obtain information about you through these sources.

3.2. Sentinel's Use of Authorized Users' Personal Information. Sentinel may use the Personal Information collected through the Services for the following reasons:

- To provide the Services to you.
- To communicate with you about your account or Authorized User status.
- To provide customer support.
- To comply with court orders, subpoenas, legal requests, and to prosecute or defend a legal proceeding.
- To provide information to Sentinel's professional advisors, including attorneys and accountants, as necessary.
- To share with Integrations as necessary to provide the integrated services.
- With Third-Party Providers (as defined in Sentinel's Terms of Service) as required by these providers to determine and improve the services provided by these services.
- For compliance purposes, including enforcing our Terms of Service.
- For other lawful purposes about which Sentinel will notify you.

3.4. Authorized User's Data Protection Rights. Authorized Users may have the same data protection rights as Visitors. To the extent Sentinel has provided Personal Information to third parties in accordance with this Privacy Policy, Sentinel may not be able to delete or alter an Authorized User's Personal Information.

3.5 Location Information: Some Services may contain functionality that can enable us to access your location (for example, by using the GPS on your mobile device) and tailor your experience based on your location ("Location-based Services"). To use Location-based Services, you must enable certain features of your mobile device (e.g., GPS, wifi, or Bluetooth) to allow us to identify your location. To the extent your location is collected through WiFi or Bluetooth sensors, such sensors, and the associated data services, may be provided by a third party that may access such information for the purpose of providing such data services to us. You agree to such access by such third parties. You may enable or disable such Location-based Services at any time via a menu within the Services. If you choose to disable any Location-based Services on your device and/or opt out of any Location-based Services through the menu, you will not be able to utilize certain features of the Services. By enabling Location-based Services on your device, you agree and acknowledge that (i) device data we collect from you is directly relevant to your use of the Services, (ii) we may provide Location-based Services related to and based on your then-current location, and (iii) we may use any such information collected in connection with the provision of Location-based Services in any manner consistent with this Privacy Policy. If you choose to enable our location features, your location information may be publicly displayed within the Service. Please keep in mind that other users can see this information about you, and they may use it or disclose it to other individuals or entities outside of our control and without your knowledge. Your location information may be subject to abuse, misuse, and monitoring by others, so please be careful if you choose to enable location functionality. We may also use your location information in an aggregate way, as described above in the "Sentinel's Use of Authorized Users' Personal Information" section, or to provide you with advertisements, offers, and other promotional content as part of the Services.

4. Use of Personal Information for Marketing and Education

Sentinel may use your Personal Information to provide you with information about new, improved, and discontinued Sentinel Services. Authorized Users and Visitors who have opted in to Sentinel marketing and notification emails can opt out by clicking the "unsubscribe" link at the bottom of Sentinel marketing messages. All opt-out requests can also be made by emailing support@sentinelag.tech.

5. Security

Sentinel takes reasonable technical and organizational measures to protect Personal Information from loss, misuse, unauthorized access, disclosure, alteration, and destruction, considering the risks involved in the processing and the nature of the Personal Information.

Sentinel's Authorized User accounts require a username and password to log in. Authorized Users must keep their username and password secure. Sentinel cannot resend forgotten passwords but will only provide Authorized Users with instructions on how to reset them.

6. Retention of Personal Information

Sentinel retains Personal Information where there is an ongoing legitimate business or legal need to do so. When there is no ongoing legitimate business need to process your Personal Information, Sentinel will either delete or anonymize it or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then Sentinel will securely store your Personal Information and isolate it from any further processing until deletion is possible.

7. State Specific Laws that May Apply to Collection of Personal Information

Sentinel is a Nebraska corporation. To the greatest extent possible, Nebraska law applies to Visitor and Authorized User's privacy rights. Depending on various factors, other state laws may apply to your use of the Sentinel Website and Sentinel's collection of Personal Information. If you reside in the following jurisdictions, the additional provisions below may apply to you:

California

To learn more about California residents' privacy rights, visit <https://www.oag.ca.gov/privacy/ccpa>. California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

Colorado, Connecticut, Virginia & Utah

Users residing in Colorado, Connecticut, Virginia and Utah are provided with the rights to: (i) confirm whether we process their personal information, (ii) access and delete certain personal information, (iii) data portability, and (iv) opt-out of personal data processing for targeted advertising and sales.

Furthermore, Users residing in Colorado, Connecticut, and Virginia are provided with the additional rights to: (i) correct inaccuracies in their personal information, taking into account the information's nature processing purpose, and (ii) opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

Nevada

Users residing in Nevada are provided with a limited right to opt-out of certain personal information sales. However, please know that Sentinel does not currently sell any data of its Users that would trigger Nevada's opt-out statute.

To exercise any of the above-mentioned consumer rights or to appeal a decision regarding a consumer rights request, please email support@sentinelag.tech. Sentinel will respond within one month.

8. Privacy Rights of Children

Sentinel does not knowingly solicit, collect, or store the Personal Information of children under the age of 18. Please do not submit any Personal Information of a child under the age of 18 to Sentinel. If you are under the age of 18, please do not use the Services or submit Personal Information to Sentinel. Sentinel will delete any Personal Information discovered of any child under the age of 18.

9. International Visitors, International Transfers

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By using our Services, you consent to the transfer, storage, and processing of your information as described in this Privacy Policy.

The processing of your personal data may involve transferring it outside the European Economic Area ("EEA"). Our external third parties are based outside the EEA, so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they provide protections pursuant to the European Commission's standard contractual clauses.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

10. Links to Other Web Sites

This Privacy Policy applies only to the Services. The Services may contain links to other web sites not operated or controlled by Sentinel (the "**Third-Party Sites**"). The policies and procedures we described here do not apply to the Third-Party Sites. The links from the Services do not imply that Sentinel endorses or has reviewed the Third-Party Sites. We suggest contacting those sites directly for information on their privacy policies.

11. Payment Processors

Sentinel uses third parties to process payments from users of the Services ("**Payment Processors**"). Sentinel does not obtain or retain financial information required by Payment Processors. Use of Payment Processors' websites to make payment to Sentinel is subject to the respective Payment Processors' privacy policy and other agreements.

12. Modifications

Sentinel may update this Privacy Policy at any time. All updates and amendments are effective immediately upon receiving notice or when you visit the Website.

13. Miscellaneous Legal Terms

This Privacy Policy is governed by Nebraska law. Any suit naming Sentinel (including any affiliated company or brand, owners, employees, attorneys, or agents) as a party involving this Privacy Policy must be filed in the state courts or federal district court located in Lincoln, Nebraska, and you consent to venue and jurisdiction there. Sentinel's failure to enforce any provision in this Privacy Policy is not a waiver of the right to do so at a later date. If any provision is found unenforceable, the remaining provisions of the Privacy Policy will remain in full effect. You may not assign your Sentinel account or any of your rights in this Privacy Policy. This Privacy Policy does not create an employee, partnership or agency relationship between you and Sentinel.