

WiseConn's Privacy Policy

Last Updated: December __, 2020

Your privacy is important to us and WiseConn makes an effort to respect your privacy regarding any information we may collect from you across DropControl System or via our website (the “Service”). DropControl is a system composed of a web platform, websites, mobile Apps, field devices and API services, that allows to monitor and analyze, in real time, vital information for agricultural management, and thus, make timely decisions that allow the optimization of the resources of an agricultural field. This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our [Terms and Conditions](#).

If you have any questions about how we handle user data and personal information, feel free to contact us at privacy@wiseconn.com.

What this Privacy Policy Covers

This Privacy Policy covers important information and disclosures relating to how we treat personal information that we gather when you access or use our website. WiseConn may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting such sites since they are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question. Please note that you may have additional rights to control the use and disclosure of your personal information. Residents of California should refer to the relevant subsections below. You may print a copy of this Privacy Policy by clicking here [\[insert link\]](#). If you have a disability, you may access this Privacy Policy in an alternative format by contacting [\[insert email\]](#).

Information Collection And Use

We collect several different types of information for various purposes to provide and improve our Service to you. Use of the term “Personal Information” herein means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules or regulations. The chart below details the categories of personal information that we collect and how we use the data.

<u>Category of Personal Information</u>	<u>Examples of Personal Information We Collect</u>	<u>Categories of Third Parties With Whom We Share this Personal Information:</u>
Profile or Contact Data	<ul style="list-style-type: none"> ● First and last name ● Email ● Phone number ● Address 	<ul style="list-style-type: none"> ● Service Providers ● Business Partners ● Parties You Authorize, Access or Authenticate
Device/IP Data	<ul style="list-style-type: none"> ● IP address ● Browser type/version ● Unique device identifiers 	<ul style="list-style-type: none"> ● Service Providers ● Business Partners ● Parties You Authorize, Access or Authenticate
Web Analytics	<ul style="list-style-type: none"> ● Web page interactions ● Referring webpage/source through which you accessed the Services ● Non-identifiable request IDs ● Statistics associated with the interaction between device or browser and the Services 	<ul style="list-style-type: none"> ● Service Providers ● Business Partners ● Parties You Authorize, Access or Authenticate
Other Identifying Information that You Voluntarily Choose to Provide	<ul style="list-style-type: none"> ● Identifying information in emails or letters you send us ● Any other data item (text, images, georeferences, etc.) uploaded to DropControl) 	<ul style="list-style-type: none"> ● Service Providers ● Business Partners ● Parties You Authorize, Access or Authenticate

Sources of Personal Information

We collect Personal Information about you from the following categories of sources:

- **You**
 - When you provide such information directly to us.
 - When you use our Service
 - When you voluntarily provide information in free-form text boxes through the website or through responses to surveys or questionnaires.
 - When you send us an email or otherwise contact us.
 - When you use the Service and such information is collected automatically.
 - Through Cookies (defined in the “Tracking Tools and Opt-Out” section below).
- **Third Parties**
 - Vendors

- We may use analytics providers to analyze how you interact and engage with the Service, or third parties may help us provide you with customer support.

Our Commercial or Business Purposes for Collecting Personal Information

- **Providing, Customizing and Improving the Service**, including
 - Providing you with the products, services or information you request.
 - Meeting or fulfilling the reason you provided the information to us.
 - Providing support and assistance for the Service.
 - Improving the Service, including testing, research, internal analytics and product development.
 - Personalizing the Service, website content and communications based on your preferences.
 - Doing fraud protection, security and debugging.
 - Carrying out other business purposes stated when collecting your Personal Information or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act (the “CCPA”).
- **Corresponding with You**, including
 - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about us or the website.
 - Sending emails and other communications according to your preferences or that display content that we think will interest you.
- **Meeting Legal Requirements and Enforcing Legal Terms**, including
 - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
 - Protecting the rights, property or safety of you, us or another party.
 - Enforcing any agreements with you.
 - Responding to claims that any posting or other content violates third-party rights.
 - Resolving disputes.

We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated or incompatible purposes without providing you notice or, if required by applicable law, requiring your consent.

Tracking Tools and Opt-Out

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use our Service. We use the following types of Cookies:

- Session Cookies. We use Session Cookies to operate our Service, they stay in your device until the end of the session.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings, they stay in your device between a week and a month.
- Security Cookies. We use Security Cookies for security purposes, they stay in your device until the end of the session.
- Third Party Cookies.

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

You can view them here:

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

- Google Chrome

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://support.google.com/chrome/answer/95647?hl=en>

- Internet Explorer

For more information on the privacy practices of Microsoft, please visit the Microsoft Privacy & Terms web page: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

- Safari
For more information on the privacy practices of Safari, please visit the Safari Privacy & Terms web page:
https://support.apple.com/kb/PH19214?locale=es_ES&viewlocale=en_US
- Firefox
For more information on the privacy practices of Firefox, please visit the Firefox Privacy & Terms web page:
https://support.apple.com/kb/PH19214?locale=es_ES&viewlocale=en_US

Security of Data and Retention

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. What data we store, we'll protect within commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use or modification, but we cannot guarantee its absolute security.

We retain Personal Information about you for as long as you have an open account with us or as otherwise necessary to provide you with our Services. In some cases, we retain Personal Information for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal information, please contact us. If we become aware that we have collected Personal Information from children without verification of parental consent, we take steps to remove that information from our servers.

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Data Subjects' Rights

Depending on your jurisdiction, you may have the following rights regarding your Personal Information:

- Right of access
- Right of rectification
- Right of cancellation or deletion

- Right to oppose certain processing of your Personal Information.

Please see the “Exercising Your Rights” section below for instructions regarding how to exercise these rights. Please note that we may process Personal Information of our customers’ end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Information as a service provider, you should contact the entity that collected your Personal Information in the first instance to address your rights with respect to such data.

If there are any conflicts between this section and any other provision of this Privacy Policy , the portion that is more protective of Personal Information shall control to the extent of such conflict. If you have any questions about this section or whether any of the following rights apply to you, please contact us at [Email].

Access

You have the right to request certain information about our collection and use of your Personal Information. In response, we will provide you with the following information:

- The categories of Personal Information that we have collected about you.
- The categories of sources from which that Personal Information was collected.
- The business or commercial purpose for collecting or selling your Personal Information.
- The categories of third parties with whom we have shared your Personal Information.
- The specific pieces of Personal Information that we have collected about you.

If we have disclosed your Personal Information to any third parties for a business purpose over the past 12 months, we will identify the categories of Personal Information shared with each category of third party recipient. If we have transfer your Personal Information over the past 12 months, we will identify the categories of Personal Information sold to each category of third party recipient.

Rectification

You have the right to request the modification of your Personal Information, in case it is wrong, imprecise, misleading or incomplete.

Deletion

You have the right to request that we delete the Personal Information that we have collected about you. In applicable, under the CCPA, this right is subject to certain exceptions: for example, we may need to retain your Personal Information to provide you with the Services or

complete a transaction or other action you have requested. If your deletion request is subject to one of these exceptions, we may deny your deletion request.

Exercising Your Rights

To exercise the rights described above, you or your Authorized Agent (defined below) must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Information, and (2) describes your request in sufficient detail to allow us to understand, evaluate and respond to it. Each request that meets both of these criteria will be considered a “Valid Request.” We may require additional information if your request does not meet these criteria. We will only use Personal Information provided in a Valid Request to verify your identity and complete your request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within 45 days of receipt, or the applicable legal term. We will not charge you a fee for making a Valid Request unless, if permitted by applicable law, your Valid Request(s) is excessive, repetitive or manifestly unfounded.

You may submit a Valid Request using the following methods:

- Call us at: [Phone]
- Email us at: [Email]
- Submit a form at this address: <FORM URL>

You may also authorize an agent (an “Authorized Agent”) to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a request on your behalf.

Personal Information Sales Opt-Out and Opt-In

We will not sell your Personal Information.

Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the “effective date” at the bottom of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. When required by applicable laws, we will require your express consent to some changes.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

By email: support@wiseconn.com

By visiting this page on our website: <https://www.wiseconn.com/contact>