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## **Introduction and Consent**

In this Privacy Policy Lummus Corporation (“Lummus” “we” “us” or “our”) explains how we collect, use, and share personal information (defined below) about visitors (“you” or “your”) who use our websites (the “Sites”) and others with whom we interact in the course of our business:

<https://lummus.com> to learn about our Lummus Ag Technology products and services; and

<https://shop.lummus.com> to purchase Lummus products online using our customer account portal.

This Privacy Policy is incorporated by reference into the Terms of Use posted on each of our Sites.



## LUMMUS CORPORATION ONLINE PRIVACY POLICY

Effective: October 2, 2020

If you do not agree with the terms in this Privacy Policy, please do not use our Sites and do not provide any personal information to us. This Privacy Policy may change over time, so please be sure to reread it from time to time. Changes to this Privacy Policy will be posted on our Sites and will be effective when posted. Your continued use of the Sites following the posting of any change will signal your acceptance of Privacy Policy as revised.

### Scope of our Privacy Policy

This Privacy Policy covers “**personal information**” collected on our Sites. Personal information is information that identifies an individual or can be used to identify or contact an individual (such as name, email address, postal address, telephone number and bank or financial account information). Personal information also includes information that can be used to identify an individual if combined with other information (such as employment, zip code, IP address, mobile device ID, and geolocation data).

Lummus provides business-to-business products and services. Our Sites are designed for the business representatives of companies interested in learning about or purchasing our products and services, so we collect only a minimum of personal information.

This Privacy Policy does not cover how we use or share data collected from your interactions with our Sites that are aggregated or modified so that the data cannot reasonably be used to identify or be linked to you and does not cover employee and job applicant information.

This Privacy Policy also does not address the privacy or information practices of third parties that provide functionality for our Sites, such as hosted services, plug-ins, and other third parties whose website links are available on our Sites. See the section titled “Links to Other Websites” for more information about these third-party websites.

### How We Collect Information

The types of personal information and other information we collect are described below and will depend on how you interact with the Sites.

**When you request information**, you will be asked for your name, e-mail address, company, and country (phone and street address are optional) so we can contact you.

**When you use an interactive feature on our Site** by, for example, submitting an online form or using a chat feature to ask a question or request customer support, we record the communications in order to follow up with you.



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**When you register to open an online customer account**, you will be asked for your e-mail address and to create an individual password to logon to our customer account portal. Your contact information, company name, shipping and billing information, and order history will be stored in your account.

**When you place an order** we ask for your name, your company's name, the billing and shipping address for the order, payment information (including credit card numbers), and email address and phone number.

**When you make an online payment**, your payment information is collected and processed by a third-party service and not by Lummus. Payment information you submit will be subject to the processor's privacy policy, rather than this Privacy Policy. Payment processors are not permitted to use our customers' information for their own business purposes.

**We collect Internet log data when you visit our Sites and use our customer account portal** using cookies, pixels, web beacons, and similar technologies. The data collected may include, for example, network and connection information (including Internet Service Provider (ISP) and Internet Protocol (IP) addresses), device and browser identifiers and information (including device, application, or browser type, version, plug-in type and version, operating system, language and time zone settings, and other technical information), and advertising and cookie identifiers.

**We collect usage metrics** when you visit our Sites or use the customer account portal. These may include usage rates, technical data (including occurrences of errors, diagnostic reports, settings preferences, backup information), content interactions (including searches, page views, downloads, and prints), and user journey history (including clickstreams and page navigation, URLs, timestamps, content viewed or searched for, page response times, page interaction, and similar data).

**Other sources of personal information** may include our affiliated companies and select third-party business partners. We may also use commercial marketing resources to identify contact information of representatives of businesses that may be interested in our products and services.

### How We Use Personal Information

We use personal information for these purposes:

- Registering new customer accounts;
- Processing and confirming purchase orders;
- Fulfilling orders, arranging shipping and delivering products;



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- Communicating with you about our products and services, your orders, and providing customer support;
- Providing marketing and promotional information about new products and services offered by Lummus, unless you opt out;
- Advertising our products on other websites including targeted advertising, unless you opt out;
- Communicating our appreciation to our customers for their business and requesting their comments about our products through surveys and other tools;
- Responding to requests for information about our products and services;
- Collecting and analyzing Site log and usage data to develop demographic information for marketing campaigns and to improve the performance and functionality of our Sites;
- Detecting, preventing, and addressing technical issues with our Sites; and
- Detecting and preventing potential fraud or misuse of our Sites.

For information about how you can opt out of marketing e-mails, see the section titled “How You Can Opt Out of Marketing Communications.” For information about limiting targeted advertising, see the section titled “How to Restrict Cookies and Internet Tracking Technologies, and Targeted Advertising.”

### How We Share Personal Information

Your personal information may be accessible or disclosed for business purposes to the categories of third parties described below. We do not sell or lease personal information to third parties for monetary consideration.

**Service Providers.** We engage third-party service providers to assist with various administrative and technology services including hosting our Sites, cloud data management and storage, contact management, e-mail marketing, and other business operations. Service providers have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

**Plug-ins and Hosted Services.** We use cloud-based software and hosting services to provide certain interactive functionalities for our Sites. For example, we use Shopify to power our online store. You can read more about how Shopify uses your personal information here: <https://www.shopify.com/legal/privacy>. Customers who register for a customer account on <https://shop.lummus.com> can use this service to review their account activity, manage their billing and payment information, make payments, view,

and respond requests for information, download materials associated with our products and services, and communicate with our support team.

**Data Analytics Services.** When you use our Sites, we and third-party data analytics services we authorize collect your internet usage data. We also use Google Analytics to help us understand how our customers use the Sites. You can read more about how Google uses your personal information here:

<https://www.google.com/intl/en/policies/privacy>. These data analytics providers may also use the aggregated data they collect on our Sites for their own purposes. For information about restricting collection of our Sites' usage data, see the section of this Privacy Policy titled "How to Restrict Cookies, Other Internet Tracking Technologies, and Targeted Advertising."

**Marketing and Advertising Services.** Lummus may use third-party marketing and advertising services to help us identify, and reach, individuals who may be interested in our products and services. These services also may help us to deliver marketing campaigns through general or targeted digital advertising and direct e-mail messages. Targeted advertising is designed to be relevant to you, in your business capacity, based on information that digital marketing networks collect about your visits to our Sites and other websites over time. For information about restricting these activities, see the sections of this Privacy Policy titled "How to Opt Out of E-mail Marketing" and "How to Restrict Cookies, Other Internet Tracking Technologies, and Targeted Advertising."

**Legal Process and Security.** We may disclose personal information to third parties to detect and prevent fraud, enforce our Sites' Terms of Use and other agreements, comply with legal requirements, respond to and resolve claims or complaints, and for other risk management purposes, and to respond to law enforcement or legal process or a request for cooperation by a government entity.

**Certain Transactions.** We may share personal information as we believe is reasonably necessary in connection with business transactions such as a transfer or sale to another entity of all or a portion of our stock or assets or a business reorganization.

## **How to Opt Out of E-mail Marketing**

You may, at any time, choose to not receive marketing or promotional communications from us by using the "unsubscribe" feature provided in our e-mail marketing messages or by "opting out" or "unsubscribing" from specific mailing lists and services by contacting us as explained in the section titled, "How You Can Contact Us."

If you unsubscribe from receiving these emails, you will still receive transaction-related and other communications that are not marketing or promotional in nature. For example,



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we may contact you concerning any purchases you have made with us, even if you opt out of receiving unsolicited marketing messages.

## **How to Restrict Cookies and Internet Tracking Technologies, and Targeted Advertising**

You can restrict how cookies and other internet technologies are used to track and log data about your internet and mobile device usage of our Sites and third-party websites by managing the preference settings on your browser or device. You can learn about how Google collects and processes data at <https://policies.google.com/technologies/partner-sites> and the controls Google offers to manage the collection and use of your information at <https://policies.google.com/privacy>.

The Network Advertising Initiative's ("NAI") educational page provided more information about how targeted advertising works:

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

For information about restricting targeted advertising, see [www.aboutads.info/choices](http://www.aboutads.info/choices). Please note that certain types of cookies and similar technologies are needed to support the functionality of our customer account portal and restricting their use may affect the use of the portal and placing an online order.

Please note that we do not alter our Sites' data collection and use practices when we see a Do Not Track signal from your browser.

## **Links to Other Websites**

Our Sites provide links to other Internet-based applications including third-party plug-ins and hosted collaboration tools used to power, for example, our shopping and links to social media platforms. Some of these third-party websites may be co-branded with the Lummus logo, even though they are not operated or controlled by us. These third-party applications may gather data from you for their own business purposes and you should review their privacy policies for information about how they handle personal information.

This Privacy Policy applies solely to information under our control. Third-party applications and linked sites are not under our control and Lummus is not responsible



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for the privacy practices of application service providers, social media platforms, or other online service or websites operated by third parties that are linked to our Sites or offered for use in connection with our customer account portal. You should read the privacy policy of the third party to determine how they will handle any information they collect from you.

### **Retention and Security of Personal Information**

When you place an online order, we will retain your order information for a reasonable period based on our legal rights and obligations. Unless you unsubscribe from our marketing communications, we may further retain and use your information to send you information about product offerings.

We take reasonable precautions to protect the security of your personal information. However, neither people nor systems can operate in a fully secure manner. While we use reasonable efforts to protect your personal information, and select third-party service providers we believe also use reasonable precautions, we cannot guarantee the security of the personal information you provide to us and we do not accept liability for unintentional disclosure.

In particular, we use the third-party services (generally identified on the landing page of those services) to provide online ordering, billing and payment services, and customer service communications tools, and payment processing. Because those third parties will have access to your information, we recommend that you review their privacy policies and practices.

It is important that you use reasonable precautions to protect your personal information by not disclosing or sharing your individual password (even with others individuals in your organization) and by logging out of your account when you have completed each working session.

### **How to Access and Manage Your Personal Information**

Customers can correct, update, or make changes to the contact information we maintain if you open an online account by logging into your account and making the required changes or by contacting us as explained in "How to Contact Us." You may request that we no longer use your information to provide marketing or other communications to you by contacting us at the email address provided in "How to Contact Us." We will respond within a reasonable time.



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## **International Users**

Lummus operates under United States laws and regulations. If you reside or are located in a different country, the data protection laws of that country may differ from the laws of the United States in the ways your personal information is protected. We want you to understand that when you provide your personal information to us, or purchase our products or services, you are giving your consent to the transfer of your personal information outside of your country of residence and to the processing of your information in accordance with the laws of the United States and the guidelines of this Privacy Policy.

If you are resident in the European Economic Area, we will process your information in order to fulfill your orders and to otherwise pursue our legitimate business interests as described in this Privacy Policy. If you are resident in a country that provides specific rights regarding the processing or disposition of personal information, we will make commercially reasonable efforts to accommodate your request to exercise such rights.

## **Information about Minors**

The Sites are not intended for access and use by persons under the age of 18 (except in the case of legal residents of certain states where the legal age of majority is greater than eighteen (18) years of age, who then must meet the state's legal age of majority). We do not intentionally collect personal information from individuals who we have reason to believe are under the age of 18. If you become aware of any personal information we have collected from individuals under age 18, please contact us as explained below under "How to Contact Us."

## **How to Contact Us**

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

E-mail: [lummus.sales@lummus.com](mailto:lummus.sales@lummus.com)

Postal mail: Lummus Corporation, 225 Bourne Boulevard, Savannah GA 31408,  
United States

Attention: Privacy