

# Helena Chemical Company Privacy Policy



## Summary

Helena Chemical Company (“Helena”) and its Affiliates, identified below, collect information from you when you visit our website, [www.helenachemical.com](http://www.helenachemical.com), purchase products or services, obtain financing, or otherwise interact with us. (Helena and each of its Affiliates, as applicable, may be referred to as “our,” “us” or “we” in this Privacy Policy.) We may obtain information on or about you or on your equipment or devices from third parties to add to our files or to complete transactions. We generally refer to all of this information as “Information We Collect on You.” The purpose of this Privacy Policy is to explain to you what information we collect, how we collect this information, and how we use this Information We Collect on You. This Privacy Policy does not apply to the information gathering procedures of third parties or to third party websites that may be linked to our website.

Helena’s Affiliates include, but are not limited to, the following: AmTide, LLC; APP Conversions, LLC; Bureau Valley Commercial Warehouse, Inc.; Central Ferry Fertilizer Storage, LLC; Chanay Aircraft Service, Inc.; Diversified Applications, Inc.; Dixon’s Warehouses, Inc.; GateFront, LLC; Helena Acquisition Corp.; Helena Asset Management Company; Helena Aviation Financing, LLC; Helena Crop Insurance Agency, LLC; Helena Funding Corporation; Helena Holding Company; Helena Industries, Inc.; Helena Service Corporation; Industrial Park Scales, Inc.; Marubeni Agrochemical Limited; Marubeni America Corporation; Marubeni Corporation; Poneto Tank Company, LLC; Rice Farm Supply, Inc.; Setre Chemical Company; Software Solutions Integrated, LLC; Taylor Ag Services, Inc.; Valley Fertilizer Company, LLC; Value Brand Services – Agriculture L.L.C.; and Value Brand Services Company, L.L.C.

We use Information We Collect on You to provide you products, services, customer support, product safety, marketing, promotions, and for our everyday business purposes. We may share this information with other companies for their own use. We may share Information We Collect on You with suppliers, dealers, and business partners. We may also provide this information to companies who are performing services for us.

Please know we have a formal information security program to protect Information We Collect on You. (See the Security of the Information We Collect on You below.) Also, you can limit the Information We Collect on You. (See Opting In / Opting Out Section below.)

For additional information on our privacy practices, please contact us via email at: [privacypolicy@helenachemical.com](mailto:privacypolicy@helenachemical.com)

For transactions subject to the Federal Crop Insurance Act (7 U.S.C. 1501-1524), please be advised of the following: **COLLECTION OF INFORMATION AND DATA (PRIVACY ACT) STATEMENT, Agents, Loss Adjusters and Policyholders.** The following statements are made in accordance with the Privacy Act of 1974 (5 U.S.C. 552a): The Risk Management Agency (RMA) is authorized by the

Federal Crop Insurance Act (7 U.S.C. 1501-1524) or other Acts, and the regulations promulgated thereunder, to solicit the information requested on documents established by RMA or by approved insurance providers (AIPs) that have been approved by the Federal Crop Insurance Corporation (FCIC) to deliver Federal crop insurance. The information is necessary for AIPs and RMA to operate the Federal crop insurance program, determine program eligibility, conduct statistical analysis, and ensure program integrity. Information provided herein may be furnished to other Federal, State, or local agencies, as required or permitted by law, law enforcement agencies, courts or adjudicative bodies, foreign agencies, magistrate, administrative tribunal, AIP's contractors and cooperators, Comprehensive Information Management System (CIMS), congressional offices, or entities under contract with RMA. For insurance agents, certain information may also be disclosed to the public to assist interested individuals in locating agents in a particular area. Disclosure of the information requested is voluntary. However, failure to correctly report the requested information may result in the rejection of this document by the AIP or RMA in accordance with the Standard Reinsurance Agreement between the AIP and FCIC, Federal regulations, or RMA-approved procedures and the denial of program eligibility or benefits derived therefrom. Also, failure to provide true and correct information may result in civil suit or criminal prosecution and the assessment of penalties or pursuit of other remedies.

**NONDISCRIMINATION STATEMENT.** The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write to: USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD).

### **The Information We Collect on You**

The Information We Collect on You is information that can be used to identify, locate or contact you. It also includes other information that we tie to you. For example, this information includes information that allows us to identify and to communicate with you, such as your name, phone number, username, mailing address, and email address. It also includes information that helps us understand what you want in order to offer you products and services that may interest you. Such information may include farm or business information, your general location, and other demographic information. We may also collect information on how you interact with us, our dealers and business partners, including purchases, inquiries, and customer accounts. As part of this, we may collect financial information to complete your purchase. This information may include credit card information and information about equipment financing and leasing activities. Additional terms apply to financial information collected in connection with financing obtained from us. For information on our handling of information collected in connection with financing, please contact your local Helena salesman, who will put you in touch with your Credit Manager.

Additional Information We Collect on You may include data generated by, collected by, or stored in your equipment or any hardware or device interfacing with your equipment. This information includes agronomic field data that is not identified with you or otherwise tied to you.

### **How We Collect the Information on You**

We collect information directly from you. We will ask you for contact information and general business information when you interact with us, such as when you register on our website, sign up to receive a newsletter, or make a purchase. We also collect information on you when you use our mobile applications or contact us for customer service.

If you interact with us online, we may place cookies on your computer and use other data collection technologies to collect certain information about your equipment, browsing actions and patterns. Cookies are small text files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings in your browser. Cookies allow us to recognize you when you return. Cookies also enable us to collect information about the device you use to access our website, your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. Our server logs also may record details of your visit to our website, including the IP address of the device you use to connect to the Internet, traffic data and other communication data and resources that you access and use on the website. The information we collect automatically may include personal information, and we may maintain it or associate it with personal information that we collect about you in other ways or receive from third parties. We may collect information from your equipment or devices, including location data.

### **How We Use the Information We Collect on You**

We use the Information We Collect on You to fulfill orders for products or services, and for other services related to your order, such as product delivery, maintenance, warranty service, financing, leasing, and credit services. We use the Information We Collect on You to provide support, including monitoring and managing your machines, to deliver notices, upgrades and product improvement program communications, for diagnostics and repairs, to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, and in any other way that we may describe when you provide the information. We may provide you with SMS, email and other communications and offers for products and services from our dealers, suppliers and partners, including offers based on your interests, personal and business characteristics, stated preferences and location. We may also use the Information We Collect on You for surveys, contests, loyalty programs and other promotional events, announcements, reminders, technical service bulletins, payment processing and financial account management, product development, product safety, contract management, website administration, web-forum management, order or contract fulfillment, analytics, fraud prevention, corporate governance, reporting and legal compliance.

## **With Whom We Share the Information We Collect on You**

All the disclosures are subject to the instructions on the AgrIntelligence Enrollment form. We understand you may not want us to share the Information We Collect on You with third parties for purposes other than those identified in this Privacy Policy. Except as stated in the AgrIntelligence Enrollment Agreement, we may share the Information We Collect on You with our Affiliates companies, suppliers, authorized Helena dealers and distributors, and business partners, which may use it for the purposes listed in this Privacy Policy. We may also share the Information We Collect on You with our service providers to fulfill the purposes listed above on our behalf. We may disclose the Information We Collect on You where needed to complete the sale or transfer of business assets, to enforce our rights, protect our property, or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will also disclose the Information We Collect on You when required to do so by law, such as in response to a subpoena, including to law enforcement agencies and courts in the United States and other countries. We may also disclose information and data about you that is not personally identifiable, such as pooled agronomic field data. We may also publish reports that contain aggregated and statistical data about our customers and equipment. These reports do not contain information that would enable the recipient to contact, locate or identify you.

California Civil Code Section 1798.83 permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [privacypolicy@helenachemical.com](mailto:privacypolicy@helenachemical.com), or write us at 225 Schilling Boulevard, Ste. 300, Collierville TN 38017 Attn: Privacy Policy/Legal Dept.

## **Opting In / Opting Out**

By accessing or using this website or otherwise interacting with us as described in this Privacy Policy, you agree to abide by the terms of this Privacy Policy and to Terms of Use available at [helenachemical.com](http://helenachemical.com). You can limit the information you provide to us. You can also limit the communications that we send to you. To opt-out of marketing emails, you can visit our website and communicate your choice to the relevant privacy contact. Alternatively, you may opt-out of receiving future marketing emails by clicking "unsubscribe" at the bottom of marketing emails we send you.

Please note that even if you opt-out of receiving marketing material, we may still need to contact you with important information about your account or your equipment. For example, even if you opt-out of marketing emails, we will still send you a confirmation when you purchase something from our website, as well as product safety communications.

You can manage cookie preferences and opt-out of having cookies and other similar collection technologies used by adjusting the settings on your browser or interface. All browsers and

interfaces are different, so visit the "help" section of your browser or interface to learn about cookie preferences and other privacy settings that may be available.

You can manage how your mobile device and mobile browser share location information with us, as well as how your mobile browser handles cookies and related technologies, by adjusting your mobile device privacy and security settings. Please refer to instructions provided by your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

### **Correcting the Information We Collect on You**

If you desire to change or correct your personal information, please contact us at [privacypolicy@helenachemical.com](mailto:privacypolicy@helenachemical.com).

### **The Security of the Information We Collect on You**

We have information and data security programs that contain administrative, technical and physical controls designed to reasonably safeguard the Information We Collect on You. We use industry-standard encryption technology to secure the Information We Collect on You when it is collected or transmitted over the Internet. Unfortunately, the transmission of information via the Internet is not completely secure. Although we use measures to protect your personal information, we cannot guarantee the security of information transmitted to our website. Any transmission of information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our website.

### **Privacy Policies of Third Parties**

This Privacy Policy only covers the use and disclosure of information and data by us. Other websites that may be accessible through our website have their own privacy policies and practices. In addition, our independent dealers, suppliers and business partners have their own privacy policies and practices. We encourage you to familiarize yourself with the privacy policies and statements provided by all third parties prior to providing them with information.

### **Changes to this Privacy Policy**

From time to time, we may update this Privacy Statement to reflect new or different privacy practices. We will place a notice on our homepage when we make material changes to this Privacy Policy. Your continued interaction with us after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

*This Privacy Policy was last updated August 3, 2015.*