

## **Helena Agri-Enterprises, LLC**

### **California Privacy Disclosure**

This disclosure applies only to residents of California.

*Last Revised: January 13, 2025*

Helena Agri-Enterprises, LLC and its Affiliates are committed to protecting the information of visitors and consumers who use our products and services. This California Privacy Disclosure (“Disclosure”) outlines how Helena Agri-Enterprises, LLC and its Affiliates collect, use, and disclose the personal information of California consumers covered by the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act (collectively, the “CCPA”). The words “we”, “us”, “our” and “Company” refers to Helena Agri-Enterprises, LLC and its Affiliates; “you” and “your” refer to you as a user of the Platform (defined below); “consumer” shall mean California consumers as defined in the CCPA; and “Affiliates” means any subsidiary or other entity that is directly or indirectly controlled by or under common control of Helena Agri-Enterprises, LLC.

This Disclosure describes the types of information we collect from you, as a California consumer, or that you may provide when you:

- Visit our websites available at: <https://www.helenaagri.com/>, <https://www.helenacareers.com/>, and any websites and blogs directly owned by, or operated by or on behalf of, the Company where this Policy is linked (the “Website”);
- Use our mobile applications, including AI360®, and any other mobile applications directly owned by, or operated by or on behalf of, the Company and where this Policy is linked (the “Applications”);
- Use our online payment systems (“Online Payment Systems”); and
- Provide us information offline, such as in person or at Company’s physical locations (collectively, with the Website, Applications and Online Payment Systems, the “Platform”).

### **PRIVACY POLICY; TERMS OF USE; OTHER AGREEMENTS**

This Disclosure is incorporated by reference and should be read in conjunction with the Company’s (1) [Privacy Policy](#) and (2) [Terms of Use](#).

Additionally, this Policy is subject to the terms and conditions set forth in the Company’s Offerings Enrollment Agreement and to any other agreement you have with the Company for specific products and services provided by the Company. In other words, in the event the terms of this Policy conflict with terms set forth in other agreements you have with the Company, the terms in the other agreements are controlling.

### **PERSONAL INFORMATION WE COLLECT**

To ensure that we provide you with the best possible experience, we will store, use, and share personal information about you in accordance with this Disclosure. Personal information is information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular user, household or device (“Personal Information”). The Platform has collected the following categories of Personal Information from visitors and users of the Platform. Additionally, the “Disclosed” column below details what categories of Personal Information have been disclosed in the past 12 months and to which category of third parties.

Category	Examples	Collected	Disclosed
Identifiers.	First and last name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name.	YES	YES – Affiliates; Service Providers; and/or Third-Parties for Credit Application Processing
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A first and last name, signature, Social Security number, address, telephone number, driver's license or state identification card number, insurance policy number (for crop insurance), bank account number, credit card number, debit card number, or any other financial information.	YES	YES – Affiliates; Service Providers; and/or Third-Parties for Credit Application Processing
Protected classification characteristics.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES	YES – For certain Legal Reasons, including required employment filings
Commercial information.	Records of personal property (including land data, field boundaries, yield data, soil and tissue samples, agronomic data), products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES	YES – Affiliates and/or Service Providers
Sensitive Personal Information.	Precise geolocation, Social Security number, driver’s license, state	YES	YES –

	identification card, financial account, debit card, credit card number with security, or access code or password		Service Providers and/or Third-Parties for Credit Application Processing
Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO	N/A
Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES	YES – Affiliates and/or Service Providers
Geolocation data.	IP address; device location; physical location or movements, including precise geolocation.	YES	YES – Affiliates and/or Service Providers
Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO	N/A
Professional or employment-related information.	Current or past job history in relation to a resume.	YES	YES – Service Providers
Non-public education information.	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	YES	NO
Inferences drawn from other Personal Information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO	N/A

We obtain the categories of Personal Information listed above from the following categories of sources:

- Directly from you. For example, when you:
  - register yourself with the Platform;
  - upload or complete documentation or reports;
  - complete a transaction for our services, such as purchasing a product;
  - subscribe to one of our e-newsletters;
  - submit a job application;
  - submit a credit application;
  - provide feedback or information regarding sponsorships and programs; or
  - otherwise communicate with us, such as contacting us for more information.
- Indirectly from you. For example, through information we collect from you in the course of providing our services to you, such as collecting Raw Data from your equipment and devices, including third party devices or devices purchased from Helena. The equipment and devices may include farm machinery, implements, cameras, and drones.
- Directly and indirectly from activity on our Platform. For example, from Platform usage details that are collected automatically. For more information on automatic information collection, please review the “Automated Information Collection” in the [Privacy Policy](#).

## **USE OF PERSONAL INFORMATION**

We may disclose your Personal Information to a third party for a business purpose. For information about what categories of Personal Information are disclosed by the Company and to which third parties, please see the “PERSONAL INFORMATION WE COLLECT” section above and the “How We Disclose Your Information” section of our [Privacy Policy](#).

Duration. The length of time Company intends to retain each category of Personal Information, including sensitive personal information, if any, is for as long as reasonably necessary to carry out Company’s intended business purpose for such information.

## **YOUR RIGHTS AS A CALIFORNIA CONSUMER**

*Shine the Light law*. Pursuant to California Civil Code Section 1798.83, we will not disclose or share your Personal Information with third parties for the purposes of third-party marketing to you without your prior consent.

*Do Not Track Signals*. Other than as disclosed in this Disclosure, the Platform does not track users over time and across third-party websites to provide targeted advertising. Therefore, the Platform does not operate any differently when it receives Do Not Track (“DNT”) signals from your internet web browser.

*Selling or Sharing of Personal Information*. We may share limited information to create, deliver, and measure advertisements for things you might like. This may include targeted advertising, which may be based on Personal Information obtained from your interactions with the Platform or

other businesses. We also disclose Personal Information in ways that may be considered a sale of information under some state laws. If you are a California resident, you may have the right to opt-out of such use of your Personal Information. If you would like to opt-out, please see “Exercising your rights” below. We recognize and honor the preference signal associated with a [Global Privacy Control](#).

*Consumer Rights.* If you are a California consumer, as defined by the CCPA, you may be afforded additional rights with respect to your Personal Information. Any Personal Information we collect is collected for the commercial purpose of effectively providing our services to you, as well as enabling you to learn more about, and benefit from, our services. You may exercise each of your rights as identified below, subject to our verification of your identity.

*A. Access.* You have the right to request that we disclose certain information to you about our collection, use and disclosure of your Personal Information over the past twelve (12) months, and no more than twice in any 12-month period. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

*B. Correction.* You can correct what Personal Information our Platform database currently contains by accessing your account directly, or by contacting us to request that we correct or rectify any Personal Information that you have provided to us.

*C. Limit Use and Disclosure of Sensitive Personal Information.* You have the right to request that we limit the use of the Sensitive Personal Information to that use which is necessary to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services.

*D. Portability.* Upon request and when possible, we can provide you with copies of your Personal Information. When such a request cannot be honored, we will advise you accordingly. You can then choose to exercise any other rights under this Disclosure.

*E. Deletion.* You have the right to request that we delete any of your Personal Information in the Platform database, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your Personal Information from our records, unless an exception applies. Where applicable, we will ensure such changes are shared with trusted third parties.

*F. Opt-out of Processing.* You have the right to request that we do not sell your Personal Information, use your Personal Information for Targeted Advertising, or use your Personal Information for profiling. Where applicable, we will ensure such changes are shared with trusted third parties.

*G. Non-Discrimination.* If a California consumer exercises his or her rights under the CCPA, we shall not discriminate against that consumer by denying our goods or services, charging different prices or rates to similarly situated consumers, providing a different level or quality of our goods or services, or taking any other adverse action.

*H. Exercising your rights.* If you are California consumer who chooses to exercise the rights listed above, you can:

1. Submit a request via our [Your Privacy Choices](#) page.
2. Submit a request via email at [privacypolicy@helenaagri.com](mailto:privacypolicy@helenaagri.com); or
3. Call us at 866.267.8684 to submit your request.

Only you, or someone legally authorized to act on your behalf, may make a request related to your Personal Information. If an authorized agent makes a request on your behalf, we may require proof that you gave the agent permission to submit the request.

Responding to Your Request. Upon receiving your request, we will confirm receipt of your request by sending you an email confirming receipt. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the Personal Information. In some instances, such as a request to delete personal information, we may first separately confirm that you would like for us to in fact delete your Personal Information before acting on your request.

We will respond to your request within forty-five (45) days. If we require more time, we will inform you of the reason and extension period in writing.

In some cases our ability to uphold these rights for you may depend upon our obligations to process Personal Information for security, safety, fraud prevention reasons, compliance with regulatory or legal requirements, or because processing is necessary to deliver the services you have requested. Where this is the case, we will inform you of specific details in response to your request.

## **CHANGES TO THIS DISCLOSURE**

This Disclosure may be amended from time to time and we shall post the revised Disclosure on our Website. Changes will be effective upon posting.

## **CONTACT US**

We value your opinions and welcome your feedback. To contact us about this Disclosure or your Personal Information, please contact us by email at [privacypolicy@helenaagri.com](mailto:privacypolicy@helenaagri.com) or by mail at:

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