

# Aurora Cooperative Digital Products Privacy Policy

**Last Modified:       October 10, 2017**

Aurora Cooperative Elevator Company (“Aurora Cooperative”) is committed to transparency and accountability in its privacy practices. This Privacy Policy applies to certain digital products sponsored by Aurora Cooperative, including [www.auroracoop.com](http://www.auroracoop.com) (the “Website”) and the Aurora Cooperative mobile application (the “Mobile App” and together with the Website, the “Digital Products”). This Privacy Policy describes the information Aurora Cooperative collects, and how Aurora Cooperative uses the information collected, through its Digital Products.

## **Hosted by Telvent DTN, LLC**

The Website and Mobile App data are hosted by Telvent DTN, LLC (“Telvent”). This means that data you provide us or that we or our third-party service providers collect from you is hosted with Telvent on servers that Telvent owns or controls. Telvent may use such data for its business purposes, subject to its own privacy practices. For more information about Telvent’s privacy practices, please visit <https://www.dtn.com/agriculture/legal/>

Use of the Aurora Cooperative Digital Products is governed by our Digital Products Terms of Use <http://auroracoop.com/dptos.pdf>. By accessing and using our Digital Products, you are accepting the practices set out in this Privacy Policy and in our Digital Products Terms of Use.

*Use of Aurora Cooperative’s YieldAdvantage platform is governed by a separate privacy policy and terms of service. The YieldAdvantage Privacy Policy and Terms of Use are available within the YieldAdvantage platform.*

## **1. Aurora Cooperative Collects and Stores Information You Provide Us.**

Aurora Cooperative (also referred to as “we,” “us,” or “our” in this Privacy Policy) collects the information voluntarily provided by Aurora Cooperative Members and other visitors or users to our Digital Products (also referred to as “Users” or “you” in this Privacy Policy) when you visit the Website, download the Mobile App, register an account or fill out forms on our Digital Products, or otherwise contact us via the Digital Products. Registration with us is not required in order to use the basic features of the Website or Mobile App. The information that we collect on or through our Digital Products includes any and all information you choose to provide, such as your first and last name, email address, user name, password, telephone number, postal mailing address, and any other identifier by which you may be contacted online or offline.

Our Mobile App also collects geo-location information. We use your location information to provide requested location-specific services, including local weather forecasts and directory information. You may at any time opt-out from further allowing us to have access to your location data by turning off the location services in your computer browser and, for the Mobile App, in your mobile phone settings. Please be aware that certain features of the Website and Mobile App will not perform as expected if location services are turned off for the Aurora Cooperative Digital Products.

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Additional information about our use of your information we collect is addressed in paragraph 3, below.

## 2. Automated Data Collection and Online Tracking Information, and How It Is Used.

As is true of most websites and mobile applications, we or our third party service provider may collect information from you over time using automated means such as cookies, beacons, or online data analytics tools. Users can control the use of cookies at the individual browser or device level, but certain features of the Website or Mobile App may not perform as expected if cookies are disabled.

We or our third party service provider also may gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, MAC addresses, device IDs, device and browser type(s), referring/exit pages, operating system, date/time stamp, or clickstream data and other information about the way you used the Digital Products. We may link this automatically collected data to other information you provide or we collect about you.

We use analytics tools such as Eloqua to analyze trends, administer the Digital Products, track Users' movements around the Digital Products and on the Internet, and to gather demographic information about our user base as a whole. This information helps us to improve our Digital Products and to deliver a better and more personalized service. The third party analytics companies who collect information on our Digital Products may combine the information collected by and provided to Aurora Cooperative with other information they have independently collected elsewhere. Many of these companies, such as Eloqua, collect and use information under their own privacy policies, which we encourage you to review. For more information about Eloqua analytics and its privacy policies, please visit <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>. You may opt-out of Eloqua web monitoring by following the instructions on the Eloqua Web Monitoring Opt-Out page <https://www.oracle.com/marketingcloud/opt-status.html>.

We may also partner with a third party to display advertising on our Digital Products and/or to manage our advertising on other websites and platforms. Such third parties may use automated technologies such as those described above to gather information about your activities on the Digital Products and other websites or platforms in order to provide you advertising based upon your browsing activities and interests. We do not control these third parties or the tools they may use. If you have any questions about an advertisement or other targeted content, you should contact the content provider directly. Users interested in learning more about online advertising and/or opting out of online ads can visit <http://digitaladvertisingalliance.org/> and its websites <http://aboutads.info> and <http://youradchoices.com>.

**Mobile App Opt-Out Rights.** Opt-out of all Mobile App information collection by uninstalling the Aurora Cooperative Mobile App. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

# Aurora Cooperative Digital Products Privacy Policy

Aurora Cooperative honors “do not track” signals and does not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place. For more information on “do not track” options, please see: <http://donottrack.us/>.

### 3. How Is Users’ Personally Identifiable Information Used, and With Whom Is It Shared?

*Aurora Cooperative does not sell or rent your personally identifiable information to anyone.*

Aurora Cooperative, together with its subcontractors, service providers, and other authorized third parties we work with to support our business, use Users’ personally identifiable information to solicit, service, and communicate with you or as otherwise disclosed in this Privacy Policy. Telvent, our Website and Mobile App host, may also use collected information for its business purposes, subject to its privacy practices.

We will use your telephone number and email address to contact you and send you messages. We may use your postal mailing address in order to send you billing and other information. We may use your mobile telephone number to send you text messages, if you have agreed to receive them. We will use information provided by Users who complete and submit forms via our Digital Products to provide the services for which you submitted the form as well as in any other way that we may describe to you when you provide us the information or for any other purpose for which we have your consent. We may link information submitted via our Digital Products with information we have obtained from or about you through other means.

We may also disclose your personal information (1) to comply with any court order, law, or legal process, including to respond to any government or regulatory request, (2) to enforce or apply our Digital Products Terms of Use Policy <http://auroracoop.com/dptos.pdf>, or (3) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Aurora Cooperative, our owners, customers, or others.

4. **Disclaimer.** Aurora Cooperative takes reasonable measures to safeguard and protect the information we process and maintain. AURORA COOPERATIVE CANNOT GUARANTEE THAT YOUR INFORMATION WILL NOT BE COMPROMISED, AND AURORA COOPERATIVE EXPRESSLY DISCLAIMS ANY LIABILITY FOR THE LOSS OR THEFT OF INFORMATION YOU PROVIDE US.
5. **Payment Information.** Credit card payments submitted through the Aurora Cooperative Digital Products are processed directly by our payments processor or Telvent’s payments processor, as applicable. Aurora Cooperative does not collect, store, share or otherwise use any financial information, such as credit/debit card number, expiration date, or security code submitted through our Digital Products.
6. **Links and Third Party Websites.** The Aurora Cooperative Digital Products contain links to other, third-party websites. Please be aware that we are not responsible for the privacy practices or the content of such other websites. We encourage our Users to read the privacy statements of each and every website, application or platform they visit. This Privacy Policy applies solely to information collected by us through the Aurora Cooperative Digital Products (not including YieldAdvantage) and does not apply to these third-party websites. The ability to access information of third parties from the Aurora Cooperative Digital Products or links to other websites or locations is for your convenience and does not signify our endorsement

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of such third parties, their products, their services, other websites, locations or their content. Information you post on third-party websites, including but not limited to our Facebook, LinkedIn, or Twitter pages, is governed by the privacy policies applicable to those services, and may not be considered confidential or proprietary.

- 7. Children Should Not Provide Information to Aurora Cooperative.** None of Aurora Cooperative’s Digital Products are intended for use by children under the age of 13. No one under age 13 may provide any information to or on Aurora Cooperative’s Digital Products. We do not knowingly collect personal information from children under 13. If you are under 13, DO NOT use or provide any information on our Digital Products, including our Website and Mobile App. If Aurora Cooperative becomes aware that personal information has been collected or received from a child under 13 without verification of parental consent, the information will be deleted from the Aurora Cooperative database. If you believe we might have any information received or collected from a child under 13 or about a child under 13, please contact us at: 402-694-2106 or [auroracoop@auroracoop.com](mailto:auroracoop@auroracoop.com).
- 8. Your Consent.** By accessing and using the Digital Products, you are consenting to our collection and use of User-provided and automatically collected information as set forth in this Privacy Policy. If you access or use the Aurora Cooperative Digital Products outside the United States, your information will be transferred to the United States, and processed and stored there under United States privacy standards. By using the Digital Products and providing information to us, you consent to such transfer to, and processing in, the United States.
- 9. Contact Information.** To ask questions or comment about this Digital Products Privacy Policy and our privacy practices, contact us at: 402-694-2106 or [auroracoop@auroracoop.com](mailto:auroracoop@auroracoop.com).

The “Last Modified” date, above, indicates the most recent date that any material changes were made to this Privacy Policy. Aurora Cooperative may revise this Digital Products Privacy Policy at any time without prior notice. Such changes, modifications, additions, or deletions shall be effective immediately, will be posted to the applicable Digital Products, including the Website and Mobile App, and shall apply to you upon your next use of the Digital Products after such update. You are responsible to check for any changes to this Digital Products Privacy Policy.