



Privacy Policy

Our Privacy Policy

Your right to privacy is important to the National Dairy Farmers Assuring Responsible Management Program, managed by the National Milk Producers Federation (collectively referred to as “NMPF,” “**FARM Program**,” “us” or “we”). This policy explains how we collect, use, and share information that identifies you (the “**Personal Information**”) that we obtain from you or others through or in connection with the FARM Program services and website (collectively “**Services**”). Nothing in this policy purports to grant NMPF or its affiliates ownership of the information and data you provide to NMPF. For more information on data ownership and use of our website, see our Terms of Service.

Collection of Personal Information

We collect Personal Information that is provided to us by Farmers, Evaluators, and Program Participants who use our Services. We also collect Personal Information automatically through tracking technologies when you use our websites. Below are examples of the information that we collect:

- Information that is provided to us by Farmers, Evaluators, and Program Participants in the FARM Program, including name, address, phone number, email address, employee names, and payment and billing information.
- Information that users provide through our websites, including name, date, and any Personal Information submitted through the website.
- Information automatically collected through tracking technologies when you use our websites, including usage and technical information to create a more personalized online experience.
- Information received from applicants for employment positions.

If you choose not to provide Personal Information when requested, certain services may be unavailable, where the service requires such disclosure.

We may also collect certain electronic information that cannot be associated with you personally, such as the domains you visited immediately prior to visiting our websites, the number of visitors to our websites, browsing patterns and areas of interest on our websites. We may collect this information in order to help us improve the Services, and better serve our customers, job applicants, and others. Because such information is not Personal Information, it is not subject to the remaining provisions of this policy.

Use of Personal Information

We use your Personal Information for the following business purposes:

- operate and oversee the FARM Program;
- fulfill the purpose for which you provided the information, including:
 - providing you with the services for which you have registered, and any other services or products that you have registered,

- administering the services or products,
 - verifying your identity,
 - sending you necessary communications, and
 - providing customer service or support.
- for research purposes;
- create, maintain, customize, and secure your account with us;
- provide, support, personalize, and develop our Services;
- process your requests, purchases, transactions, and payments and prevent transactional fraud;
- help maintain the safety, security, and integrity of our Services, databases, and other technology assets, and business;
- fulfill contracts, or to take steps in connection with fulfilling contracts; and
- evaluate employment candidates.

Where we process your information based on legitimate interests, you can object to this processing in some circumstances. In these cases, we will cease processing information unless we are required to do so by law or doing so is necessary to operate the FARM program.

We may use aggregated information and de-identified information without restriction.

Disclosure of Personal Information

The FARM Program will not provide identifiable information to unaffiliated third parties, government authorities or regulators except as provided in this section. Under certain circumstances, we may provide your Personal Information to third parties for the business purposes described above. When we disclose Personal Information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that Personal Information confidential and not use it for any purpose except performing the contract. We may disclose your Personal Information to the following entities:

- To Government authorities where disclosure is required by law or by court order. If NMPF becomes legally required to disclose Personal Information, NMPF will, to the fullest extent allowed by law, give the disclosing party prompt notice of such requirement so that the disclosing party may seek protective order or other legal or equitable remedies that may be available.
- To Program Participants following a deletion request, provided that such disclosure will be limited to the information retained by NMPF following such deletion request as set forth in our Terms of Service and will be made only to the extent NMPF determines disclosure is necessary to prevent harm;
- Researchers or industry partners, but only after the Personal Information is anonymized;
- As permitted by our Terms of Service; ; and,
- Vendors that provide services to us, such as analytics, training, and database management providers.

We may also share your personal information:

- When you agree to the sharing; or
- When we have a good faith belief that we are required to provide information in response to a court order, or other applicable law or legal process. If NMPF becomes legally required to disclose Personal Information, NMPF will, to the fullest extent allowed by law, give the disclosing party prompt notice of such requirement so that the disclosing party may seek protective order or other legal or equitable remedies that may be available.

We do not sell your Personal Information or share the Personal Information for marketing purposes.

In the event we are acquired by, merged into or otherwise succeeded by another company, we reserve the right to transfer the Personal Information to such other company. In the event of such a transfer and where permitted by law, we will require the new company or organization that holds your Personal Information to continue to be bound by this privacy policy.

Other than as necessary to provide you with the Services, we do not share your Personal Information with other websites (unless we have asked for your consent to do so) and are not responsible for their privacy practices.

Security of Personal Information

We have implemented technical, physical and administrative measures, as well as policies and procedures designed to safeguard your privacy from unauthorized access, use, disclosure, modification or destruction. Although we take efforts to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted over the internet or any wireless network. We will rely on currently available technologies and take appropriate security measures to protect your Personal Information. If you have any concern about the security of your Personal Information (for example, if you feel that the security of your account has been compromised), please contact us via the methods in the “How to Contact Us” section below.

Changes to this Policy

We may update this privacy policy from time to time to reflect changes in our personal information practices with respect to the Services. We will indicate at the bottom of the policy when it was most recently updated and will provide notice of any changes via our usual channels of communication before any changes go into effect.

Children’s Privacy

Our website does not knowingly collect Personal Information of children under the age of 13. If we learn that we have collected personal information from a child under the age of 13, we will promptly delete that information. If you believe that a child under the age of 13 may have provided us with personal information, please contact us as specified below.

How to Contact Us

Please submit any questions, concerns or requests to exercise your applicable rights to us at dairyfarm@nmpf.org or 703-243-6111.

NMPF is a nonprofit corporation and is therefore exempt from the California Consumer Privacy Act.

Last Updated: 8/16/2022