

OWNERSHIP OF ANALYTICAL DATA PRIVACY POLICY

This privacy policy governs your access to and use of the analytical data resulting from laboratory analysis of your feedstuffs, soils and other agricultural biologicals that is provided by Rock River Laboratory, Inc.

Customer Provided Data

It is the policy of Rock River Laboratory Inc. to maintain the privacy of all analytical data. Only those persons, or the organization, which pays Rock River Laboratory Inc. for the analysis of samples in question is provided access to the derived sample analysis data.

Automatically Collected Information and Use

Rock River Laboratory reserves the right to utilize mass data information collected from analysis, along with sample spectra and data to: establish trends from regions and sample types, share these trends with the industry, and develop Near-Infrared (NIR) sample calibrations. In all such occasions, personal information, farm information and other descriptive elements are not incorporated. Data is analyzed and provided within charts, graphs and other summary statements that do not include specific growers. In the occasion of Rock River Laboratory users preferring not to have their spectra data utilized for additional research, this request must be communicated to Rock River Laboratory prior to sample analysis.

Rock River Laboratory also reserves the right to utilize actual sample analysis results within example reports provided as communication tools. In such cases, the results reports are made anonymous removing all personal information and laboratory analysis numbers so that these results are untraceable to the original data owner.

Access to Data Obtained by Rock River Laboratory Analysis

In order to obtain analysis paid for by another person or organization, the person requesting that information will have to provide written authorization or phone call authorization, through Rock River Laboratory, from the paying party to release analytical data. Such requests will be handled on a case-by-case basis. In the case of company purchase or mergers, we will work with the organizations to try to implement an easy transition of data availability.

Data Retention and Managing Your Data

Rock River Laboratory retains analysis data within their secure system for the lifetime of the company. The sample's laboratory number identification will be requested by Rock River Laboratory for data requested that is derived from analysis two or more years prior to date of request.

Changes

This Privacy Policy may be updated from time to time for any reason. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes.

We understand that this policy may prove cumbersome at times, but it was created to afford all of our customers comfort to know that their data is protected and will not be shared without their personal permission to the party requesting the data.