

Privacy Policy

This Website, as defined below, is directed to individuals in the United States of America and is not directed to individuals of the European Union, the European Economic Area, or the United Kingdom. If you are in the European Union, the European Economic Area, the United Kingdom, or neighboring region DO NOT USE THIS WEBSITE.

Your privacy and the security of your personal information are very important to BASF. This Privacy Policy (the "Policy") governs the BASF Grow Smart™ University (our "**Website**") and the provision of Online Services as defined below (collectively with Website, our "**Site**"). We are dedicated to protecting the privacy of those who visit our Website and use our Online Services. In the following we will explain how we collect your personal information on or through our Site and how we protect such information, and the choices you have concerning the use of such information.

Please read our Privacy Policy carefully. To the extent the laws of a country from which Personally Identifiable Information is collected or in which BASF is operating may prohibit BASF from using and sharing Personally Identifiable Information in a way described in this Policy, the Policy shall be deemed modified to be consistent with such local laws.

We may amend this Policy, from time to time. When changes are made, we will notify you by making the revised version available on or through the Website which will indicate at the top of this page the date that revisions were last made. We will also require you revisit the Policy as amended and affirmatively agree to such amendments. If you do not agree to the terms of this Privacy Policy, you should not use our Website.

You understand and agree that your continued access to or use of the Site is dependent upon agreeing to such amendments to the Policy and that if you do NOT agree to any amended terms you must immediately stop using the Site.

You also understand and agree that your access to or use of the Site is dependent upon agreeing to the terms governing the use of the Site. Please see the applicable terms which shall be available via the Site.

Definitions

The following terms shall have the meanings set forth below when used throughout this Policy. Additional defined terms appear elsewhere in this Policy and shall also have the meaning given to them when used throughout this Policy.

- A. "**Affiliate**" means any company controlling, controlled by or under common control with BASF, "control" meaning in this context the direct or indirect ownership of more than fifty percent (50%) of the voting rights of a company, or the power to nominate more than half of the directors, or the power otherwise to determine the policy of a company or organization.
- B. "**Aggregated Information**" means information that has been combined and, in some cases, analyzed, where the information may be from multiple sources and the process of combining the information results in no one individual or organization's information being identifiable. Aggregated Information is the sole property of BASF.

- C. **“Anonymized Information”** means previously Personally Identifiable Information (as defined below) that has been processed in such a way that no one individual or organization’s information can be identified. Anonymized Information is the sole property of BASF.
- D. **“BASF”, “we”, “us” and “our”** means BASF Corporation.
- E. **“BASF Content”** means Content that BASF has or has had on its behalf created, have created, make, have made, acquired or licensed, and make available in connection with the Site.
- F. **“Content”** means text, data, files, records, location information, messages, images, photos, audio, video, and all other forms of data or communication submitted or transmitted to, through, or otherwise made available in connection with the Site whether supplied by BASF or a third party.
- G. **“Non-Personal Information”** means any information that does not reveal your specific identity, including Browser information; Information collected through cookies, pixel tags and other technologies; Demographic information, excluding Personally Identifiable Information defined below, and other information provided by you; Aggregated Information; Anonymized Information; Information about your agricultural operation, such as products purchased including but not limited to herbicides, pesticides, and fertilizers; Preferences concerning how you receive information.
- H. **“Online Services”** means the services offered by BASF or its Affiliates, or in conjunction with trusted business partners, on or through the Website including information and training with related content as well as any certification, advice, or recommendations provided by BASF or any of its Affiliates, or in conjunction with trusted business partners, related to such information and training.
- I. **“Personally Identifiable Information”** means any information that identifies you as an individual or can be used to identify or contact you including Name; Postal address (including billing and shipping addresses); Telephone or fax number; Email address; Passwords and reminder questions/answers if used.
- J. **“Site Content”** means all of the Content that is made available in connection with the Site, including Third-Party Content and BASF Content.
- K. **“Third-Party Content”** means Content that originates from parties other than BASF, which is made available in connection with the Site.
- L. **“You” and “your”** means you as an individual user of the Site and, if you are using the Site on behalf of another person or an organization, also includes that person or organization.

What is “Personally Identifiable Information” and “Non-Personal Information”

Personally Identifiable information has the meaning given it above. Generally, Personally Identifiable Information is information that identifies you as an individual or can be used to identify or contact you including Name; Postal address (including billing and shipping addresses); Telephone or fax number; Email address; Passwords and reminder questions/answers if used.

Non-Personal Information has the meaning given it above. Generally, Non-Personal Information means any information that does not reveal your specific identity, including Browser information; Information collected through cookies, pixel tags and other technologies; Demographic information, excluding Personally Identifiable Information defined below, and other information provided by you; Aggregated Information; Anonymized Information; Information about your agricultural operation, such as products purchased including but not limited to herbicides, pesticides, and fertilizers; and Preferences concerning how you receive information.

How we collect Personally Identifiable Information and Non-Personal Information

BASF collects Personally Identifiable Information in a variety of ways.

We may request Personally Identifiable Information from you in different manners and at different places and times on our Site, such as when you register on our Website, subscribe to our Online Services. In the event you were directed to this Policy from a source outside of the Site, please note that the source is the manner in which Personally Identifiable Information is being collected. In the following paragraphs we will describe in which areas and manners we will collect Personally Identifiable Information about you.

In all of these cases, we will collect Personally Identifiable Information from you only if you voluntarily submit such information to us and only for the purpose defined in this Privacy Policy. Unless you give us permission to do so, we will not sell, share, license, trade or rent your Personally Identifiable Information collected via this Website other than as specified in this Privacy Policy. BASF may sell, transfer or otherwise assign your Personally Identifiable Information to a third party in the event of a merger or in the event that such third party acquires all or substantially all of the assets of BASF to which the collection of the Personally Identifiable Information relates.

It is not necessary to provide us with any Personally Identifiable Information to visit our Website. However, if you choose to withhold requested information, you may not be able to visit all sections or use the Site.

Subscription

When you register on our Website in order to use or access all areas of our Site you have to complete the registration process. You will be required to provide us with some Personally Identifiable Information. Such Personally Identifiable Information may include your name, mailing address and/or physical address such as the location of your farm or field, and email address.

BASF collects Non-Personal Information in a variety of ways.

Non-Personal Information is collected directly from you in the same ways we collect Personal Identifiable Information as described above. Additionally, your electronic interactions with BASF and third parties acting on behalf of BASF provides Non-Personal Information through your browser (e.g. Internet Protocol ("IP") address, operating system version, computer type, etc.); through cookies as set forth below; and by BASF and third parties acting on behalf of BASF's potential use of pixel tags, web beacons, clear GIFS or other similar technologies in the Site and email communications (these technologies are used in part to measure the success of marketing campaigns, compile response and Site usage statistics, and track the actions of Site users and email recipients).

Non-Personal Information is also collected by BASF through third parties in the same ways we collect Personal Identifiable Information as described above.

Non-Personal Information is also collected by BASF or a third party acting on its behalf through the aggregation of Personally Identifiable Information either with or without Non-Personal Information to create Aggregated Information or the anonymization of Personally Identifiable Information to create Anonymized Information. Because neither Aggregated Information nor Anonymized Information contains information that can personally identify you, it is not considered Personally Identifiable Information.

Use Of Site By Children

BASF is committed to protecting the privacy of children. No one under the age of eighteen (18) years of age is allowed to access or use the Site. In addition, BASF does not target the Site to those less than fourteen (14) years of age or knowingly collect information from those less than fourteen (14) years of age for the purpose of selling products or services. If you become aware of anyone under the age of eighteen (18) years of age sharing any information with the Site, whether Personally Identifiable Information or otherwise, please contact us immediately using the contact information provided below so that we may take appropriate action.

We urge all parents or guardians to participate in their children's exploration of the Internet, and to teach their children about protecting their personal information while online.

How BASF may share and use Personally Identifiable Information and Non-Personal Information

BASF may share Personally Identifiable Information and Non-Personal Information with Affiliates. The Personally Identifiable Information shared with Affiliates may only be used for purposes related to the business of those Affiliates.

BASF may share and use Non-Personal Information for any purpose and with any third parties. However, if Non-Personal Information has been combined with Personally Identifiable Information and that combination is not Aggregated Information or Anonymized Information, such combined information shall only be shared and used consistent with Personally Identifiable Information. Examples of how Non-Personal Information may be shared or used include to provide the Online Services, communicating with you regarding BASF products and services as well as those of third parties providing products or services related to BASF products and services; to provide you with information that you may find of interest from BASF or third parties; and by the sharing of Aggregated Information and/or Anonymized Information with third parties and advertisers.

BASF or third parties acting on behalf of BASF may use Personally Identifiable Information and Non-Personal Information to provide services you have requested; to provide the Online Services; to contact you about your use of the Site, including questions you may have about the Site or BASF products, or about additional services or products you may be interested in based on your use of the Site; to administer surveys, polls, sweepstakes, contests, loyalty programs and other promotional events; and to manage our business such as product development and safety, managing the Site, reporting and legal compliance, internal analytics related to products, sales, trends, markets, marketing analysis, forecasting, making recommendations, and managing our relationship with you. Additionally, BASF may share, license, trade or rent your Personally Identifiable Information to third parties, such as select business partners, for these purposes as well.

BASF or third parties acting on behalf of BASF may also share Personally Identifiable Information with third parties under the following circumstances: When you consent to disclosure; To comply with law, court orders, subpoena or legal process; To enforce or apply BASF's agreements or protect BASF and its rights; By operation of law, when such Personally Identifiable Information is transferred as a part of sale of assets including the assets represented by this Site; or in the event that BASF, or substantially all of its assets, are acquired outside of the ordinary course of business. The Personally Identifiable Information shared may include your contact information which would allow third parties to contact you directly to furnish you information about their products and services.

How you may control Personally Identifiable Information

You may withdraw your consent to the collection of your Personally Identifiable Information going forward by visiting the Website and using the Contact us feature to request deactivation of your account.

You may access your Personally Identifiable Information, excluding Passwords and reminder questions/answers if used, from your account page and make any corrections, updates or deletions. Any questions about your Personally Identifiable Information should be sent using the Contact us feature of the Website.

BASF's responsibility for third party services and Third Party Content

This Policy does not address, and BASF is not responsible for, the information collection, use, disclosure or security policies or practices by, the information provided by, or other practices of any third party. This includes, as example only, any third party operating any site or service related or accessible to the Site; social media platform provider or wireless service provider; or any equipment or device manufacturer.

DATA SECURITY

BASF deploys technical and organizational security measures to protect the information you have made available from being manipulated unintentionally or intentionally, lost, destroyed or accessed by unauthorized persons.

CROSS-BORDER TRANSFER

Your Personally Identifiable Information may be stored and processed in any country where we have facilities or where we have engaged a service provider, and by using the Site you consent to the transfer of information to countries outside of your country of residence, including to Germany, which may have different data protection rules than in your country.

When you provide us with Personally Identifiable Information you acknowledge and consent that the Personally Identifiable Information may be stored and processed on servers located outside the European Economic Area.

SENSITIVE INFORMATION

We ask that you not send to BASF or disclose on or through any Site any sensitive Personally Identifiable Information (e.g., information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership).

Contact Information

If you have any questions about this Policy, or need assistance in the deletion of Personally Identifiable Information or other information subject to this Policy, please contact BASF using the Contact us feature of the Website.

Cookies

This section of our Policy contains information on what “cookies” are, the cookies used by this website, how to switch cookies off in your browser, how to specifically disable third party advertising cookies, and some useful links for further reading. If you do not see the information you were looking for, or you have any further questions about the use of cookies on this site, please contact the above identified contact person.

What Are Cookies?

“Cookies” are small text files that are stored by your web browser (e.g., Internet Explorer or Safari) on your computer’s hard drive or on your mobile phone. They allow websites to store such things as user preferences. You can think of cookies as providing a “memory” for a website, enabling it to recognize a user and respond appropriately.

Websites use both session cookies and persistent cookies. Session cookies are temporary cookies that expire (and are automatically erased) when you close your browser or you are logged out of a site. Persistent cookies usually have an expiration date far into the future and thus stay in your browser until they expire, or until you manually delete them. We use persistent cookies for functionalities like the “Remember me on this computer” feature, which makes it possible for you to return to the site without having to log in. In addition to cookies set by the website you are visiting (first party cookies), both session and persistent cookies may be set by others (third party cookies). For example, analytics firms, social media sites and advertising networks may all set cookies when you visit other sites with which they have relationships.

Performance cookies. These cookies collect anonymous information about how you use the Site. By using the Site or becoming a community user or subscriber, you agree that we can place these types of cookies.

We use performance cookies for web analytics, which allow us to statistically monitor how people are using our Site, to help us improve our online offerings as well as providing targeted recommendations and promotions.

Functionality cookies. These cookies allow our Site to remember choices you make to improve your experience (such as your unit of measurement preferences) and to provide enhanced, more personal features (such as information about your browser and whether you have configured your Site tools), and to improve response speed and efficiency by storing certainly frequently-accessed information. By using the Site you agree that we can place these types of cookies.

Advertising and targeting cookies. We may also use cookies to assist in targeted advertising. Our Site’s advertisements may be displayed or served by a third party, and many of the advertisements you see on our Site are generated by third parties.

Some of our third party advertisers use their own anonymous cookies to track how many people have seen a particular ad, or to track how many people have seen it more than once. The companies that generate these cookies have their own privacy policies, and we have no access to these cookies. These third party ad cookies may be used by those third parties to anonymously target advertising to you on other websites, based on your visit to our Site.

We also set anonymous cookies on certain other sites that we advertise on. If you receive one of those cookies, we may then use it to identify you as having visited that site if you later visit our site, and will serve targeted advertising based on this information.

How Do I Turn Cookies Off?

You do not have to accept cookies to use our Website. Although most browsers are initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions on how to do so in the "Help" section of the toolbar. While you are not required to accept our cookies to access our Site, if you reject cookies, certain products, offerings, features, or resources of our Website (including certain Internet Products) may not work properly and you may experience some loss of convenience.

All modern browsers allow you to change your cookie settings. These settings will typically be found in the "options" or "preferences" menu of your browser.

How We Respond to Do Not Track Signals

We have not implemented the necessary program changes to honor "Do Not Track" or "DNT" browser signals. However, regardless of whether your browser has been set for a DNT signal, we are not collecting your Personally Identifiable Information from other websites you visit after you leave our Website. Additionally, we do not allow third parties to collect your Personally Identifiable Information from your online activities once you leave our Website.

Choice of Law and Venue

This Policy will be governed by and construed in accordance with the substantive laws in force in the State of New Jersey, U.S.A. FOR ANY CAUSE OF ACTION OR DISPUTE RELATING TO THIS POLICY BROUGHT BY EITHER PARTY, YOU AGREE TO SUBMIT AND CONSENT TO THE PERSONAL AND NON-EXCLUSIVE JURISDICTION OF THE STATE AND FEDERAL COURTS LOCATED WITHIN MORRIS COUNTY, NEW JERSEY, AND YOU WAIVE ANY RIGHT TO OBJECT TO VENUE IN SUCH COURTS ON ANY GROUND.