



Grand Farm Privacy Policy

Grand Farm ("we," "our," or "us") values your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and share information about you when you visit our website, grandfarm.com (the "Site"), and engage with our programs, events, and services.

1. Information We Collect

We may collect the following types of information about you:

- **Personal Information:** When you sign up for our newsletter, register for events, participate in projects or field trials, apply for partnerships, donate, or contact us, we may collect personal information such as your name, email address, phone number, mailing address, organization, job title, and payment information.
- **Non-Personal Information:** We may collect non-personal information about how you interact with our Site, including IP address, browser type, device information, referring and exit pages, and operating system.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies, including Google Analytics, to understand how users interact with our Site and to improve functionality, performance, and content. Cookies are small data files stored on your device.
- **Google Analytics Advertising Features:** Grand Farm may enable Google Analytics Advertising Features, including:
 - Remarketing with Google Analytics
 - Google Display Network Impression Reporting
 - Google Analytics Demographics and Interest Reporting
 - Integrated services that require Google Analytics to collect data via advertising cookies and identifiers

2. How We Use Your Information

We use the data collected for purposes including:

- Enhancing website functionality and user experience
- Personalizing content and providing targeted advertisements
- Analyzing traffic patterns and visitor demographics to improve our services
- To send you newsletters, updates, promotional materials, and other communications related to our services.
- Comply with legal and regulatory obligations



3. How We Share Your Information

We do not sell or rent your personal information to third parties. However, we may share your information with:

- **Service Providers:** Third-party vendors who assist us in operating our Site, conducting our business, and providing services to you.
- **Legal Requirements:** If required by law or in response to legal processes, such as a court order or subpoena.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the new owner.

4. Regional and Global Privacy Compliance

- **United States:** We comply with applicable U.S. privacy laws and regulations, including relevant state-level consumer privacy requirements.
- **European Union:** If you are located in the EU, we comply with applicable data protection laws, including GDPR. Where required, consent banners and opt-in mechanisms are used for cookies and analytics. Consent banners will appear to provide opt-in mechanisms for cookies and analytics usage.
- **Japan:** For users in Japan, non-personally identifiable information is handled in accordance with the applicable laws, and any data processing is performed only after obtaining legally required consent.

5. Data Security

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. However, no internet or email transmission is ever fully secure or error-free.

6. Your Choices

You have the following choices regarding your personal information:

- **Access and Correction:** You may request access to or correction of your personal information by contacting us at info@grandfarm.com.
- **Opt-Out:** You can opt out of receiving promotional emails from us by following the unsubscribe instructions in those emails. You can opt out of Google Analytics Advertising Features using the following methods:
 - Adjust your ad settings in your [Google Ads Settings](#)
 - Use [Ads Settings for mobile apps](#)
 - Employ tools like the [Network Advertising Initiative \(NAI\) Consumer Opt-Out](#)
 - Download and install the [Google Analytics Opt-out Browser Add-on](#)



- **Cookies:** Most web browsers are set to accept cookies by default. You can adjust your browser settings to refuse cookies or alert you when cookies are being sent.

Third Party Platforms

- **Eventbrite:** When you register for events through our Eventbrite page, certain personal information (such as your name, email address, and payment details) is collected by Eventbrite, a third-party platform. This information is governed by Eventbrite's Privacy Policy, which can be reviewed [here](#).

We may access the information you provide through Eventbrite to manage event registrations, communicate with attendees, and improve our events and services. By registering for our events, you consent to the collection and processing of your information as outlined in both this Privacy Policy and Eventbrite's Privacy Policy.

- **Mailchimp:** When you subscribe to our newsletter or provide your email address through our website, your information is stored and processed by Mailchimp, an email marketing service. Mailchimp helps us manage email subscriptions, send communications, and analyze engagement with our emails. By subscribing, you consent to your data being stored and processed by Mailchimp in accordance with its [Privacy Policy](#).

We use the information collected through Mailchimp to:

- Send newsletters, event updates, and other communications.
- Analyze engagement with our emails (e.g., open rates, link clicks) to improve our messaging.

You may unsubscribe from our emails at any time by clicking the "unsubscribe" link in the footer of any email you receive from us.

7. Third-Party Links

Our Site may contain links to other websites that are not operated by us. We are not responsible for the privacy practices of these third-party sites.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our Site with the "Last Updated" date.



10. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Grand Farm

118 Broadway N, Suite S1

ATTN: Marketing and Communications Department

(701) 484-1444

info@grandfarm.com

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