



Hemp University

Privacy Policy

HEMP UNIVERSITY PRIVACY POLICY & DATA USE AGREEMENT FOR GOLDEN GROW AWARDS 2019

We have adapted this Privacy Policy (“Policy”) by permission from Hemp University in order to demonstrate our commitment to privacy and to explain how we use information collected from visitors of its website (the “Site”) and users of its web-based application (the “App”). In adopting this Policy, the intent is to balance Hemp U’s legitimate business interests in collecting and using personally identifiable information with individuals’ reasonable expectations of privacy. The following discloses the information gathering and dissemination practices for Hemp University.

ALL CONTESTANTS OF THE HEMP UNIVERSITY 2019 GOLDEN GROW AWARDS COMPETITION SHOULD CAREFULLY REVIEW THIS POLICY, AS IT CONTAINS IMPORTANT INFORMATION ABOUT USERS’ LEGAL RIGHTS AND RESPONSIBILITIES.

DEFINITIONS

1. “Content” is information, materials and other content, including, but not limited to, video, sounds, text, and designs.
2. “Personal Information” means Visitor Personal Information and User Personal Information.
3. “User” refers to any registered user of the web-based App.
4. “Visitor” refers to any individual Internet browser that may view any portion of the Site, particularly public portions of the Site that do not require registration.

WHAT KINDS OF INFORMATION DO WE COLLECT?

Basic Application Information

1. Information Collected from Competing Producers. The competition application may require Users to provide certain types of personally identifiable information (“User Personal Information”), including:

- a. e-mail address, physical address, mailing address and zip code, phone number.
- b. contact name

2. General production information for cultivars entered into the competition.

User Information

1. Registration by Children Prohibited. Pursuant to the Hemp University End User Licence Agreement, only users who have reached the age of majority in their jurisdiction of residence (at least 21 years of age) may register with Hemp University. Upon notice that Hemp University has inadvertently collected personally identifiable information from an individual under 21, Hemp University will take all reasonable steps to remove such information from its records as quickly as reasonably possible.

2. Information Collected from Users. Hemp University registration may require Users to provide certain types of personally identifiable information (“User Personal Information”), including:

- a. e-mail address, country of residence, year of birth, biological sex, personal interests and similar identifying information;
- b. Personal Content, such as pictures, video or other intellectual property a User may own. Users understand and agree that Hemp University shall have an absolute licence and right to use, copy, distribute, or otherwise display User provided Content on Hemp University, as well as third-party websites with whom Hemp University may have agreements; and
- c. Location information, using tools like global positioning systems (GPS), Wi-Fi, or cellular tower proximity, for purposes of providing relevant Content based on your physical location.

WEBSITE & OTHER DIGITAL MEDIA

Visitor Information

1. Information Collected from Visitors. Hemp University collects certain information from all Visitors that is not personally identifiable. This information includes, but is not limited to, the user's Internet service provider (ISP), Internet protocol (IP) address, including applicable location, Internet browser type and version and operating system (OS), the date and time of a Visitor's exit and entry on the Site, the names and addresses of referral sites, the specific pages a Visitor chooses to visit on the Site, certain search terms that a Visitor may have employed to find the Site and cookies installed on the Visitor's device (collectively, "Device Information"). A cookie is a small text file that is stored on a user's computer for record-keeping purposes. Hemp University may use both "session ID cookies" and "persistent cookies." Hemp University may use cookies to deliver content specific to your interests, provide convenience features and for other purposes.

2. Use of Information from Visitors. Device Information collected from Visitors is used for purposes of internal reviews, including, but not limited to, traffic audits, tailoring of pages to a Visitor's technology environment, analyzing traffic and search trends, generating aggregate demographic information and general Hemp University administration. Device Information may be shared in an aggregate form with advertisers and other third parties with a legitimate interest in the data. This aggregated data is anonymous and does not allow third parties to identify any Visitor personally.

We share Visitor Personal Information with third parties to help us use the Visitor Personal Information, as described above. For example, we use Google Analytics to help us understand how Visitors use the Site--you can read more about how Google uses your Visitor Personal Information here. You can also opt-out of Google Analytics here.

Finally, we may also share Visitor Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

HOW DO WE USE THIS INFORMATION?

Ownership and Use of User Personal Information

a. Personally-identifiable information. Users own all personally-identifiable User Personal Information including Tracked Data. Except as otherwise expressly set out in the End User Licence Agreement or herein, Tracked Data will be kept confidential.

b. Anonymous Data. In accordance with the End User Licence Agreement, Users grant permission to Hemp University to collect, store, process and analyze anonymous

diagnostic, technical and usage logs, systems and hardware identifiers, real-time location-based information (if available), as well as all anonymized Tracked Data (**collectively**, “Anonymous Data”), and grant to Hemp University a perpetual, irrevocable, royalty-free, non-exclusive licence (with the right to sub-license) to use the Anonymous Data for **[whatever purpose it chooses including without limitation for]** the commercial purpose of providing trend analyses and comparative analytics to the general Hemp University community and/or the public **and/or the data providers (judges and producers), in connection with Hemp University and future events [and subscription holders]**, as set out herein. **Hemp University and the Users expressly intend and agree that Anonymous Data shall never be used for the monetary benefit of any publicly traded entity, and shall never be used in connection with the genetic modification of the cannabis plant.**

Communications with Users from Hemp University

User Personal Information may be used by Hemp University for purposes of communicating with Users, including, but not limited to, sending occasional email messages from Hemp University, corresponding with Users via email in response to User inquiries, providing services a User may request and otherwise managing a User’s account. Users may opt-out of future promotional mailings from Hemp University by employing methods provided in the below section entitled “Opt-Out and Modification of Provided Information.” Even where a User chooses to opt-out from promotional mailings, Users will continue to receive administrative emails related to the usage and functionality of the App.

[User Historical Data

Hemp University maintains a historical record for each User. This historical record may include, but is not limited to, prior usage logs, account history, Hemp University activities and related data. This data may be employed to assist Hemp University in identifying potential liabilities, resolving disputes, troubleshooting problems. These data sets cannot be completely removed for any reason, including User request.]

HOW IS THIS INFORMATION SHARED?

Hemp University may use external service providers and may share Personal Information with such service providers as necessary in the course of Event operations. Hemp U limits its service providers’ use of Personal Information to that required to provide their services.

External Marketing Services. Hemp University may use external service providers and may share Personal Information with such service providers as necessary in the course of

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HOW WILL WE NOTIFY YOU OF CHANGES TO THIS POLICY?

[Hemp University retains the right to modify this Policy at any time, and changes shall become effective immediately upon publication on its website.] This policy is applicable to the participants in the Hemp University 2019 Golden Grow Awards only, and will not be changed.

HOW CAN I CONTACT HEMP UNIVERSITY WITH QUESTIONS?

Any notice or other communication regarding this Policy shall be written. Notices sent to Hemp University shall be sent to hempu@hempinc.com.

ADDITIONAL TERMS

1. **Voluntary Public Disclosure.** The Site and/or App may include features, such as, but not limited to discussion forums, blog comment forms and related tools that allow Visitors and Users to publicly share information about themselves. Any information a User discloses in these areas may be publicly available on the Internet. Such information may be read, collected, or used by other Internet users. Hemp University is not responsible for personally identifiable information a User may choose to publicly disclose.
2. **Third Party Websites.** This Policy applies only to information collected by Hemp University. The Site and App may contain links to other third party websites that are not owned or controlled by Hemp University. These websites control their own privacy practices and are not bound by this Policy. Hemp University is not responsible for the information or services provided on third party websites, nor is it responsible for the privacy practices or content of their websites.
3. **Disclosure.** Hemp University reserves the right to disclose Personal Information as required by legal mandate, including, but not limited to, compliance with a judicial proceeding, court order, or legal process lawfully served on Hemp University. Disclosure may also occur in order to prevent or report suspected fraud or suspected illegal activities. Hemp University may also disclose Personal Information in other circumstances that it believes in good-faith requires disclosure.
4. **Opt-Out and Modification of Provided Information.** Users may opt-out of communications from Hemp University. The Event will provide a method via which Users may request that their Tracked Data (but not Anonymous Data) be modified or removed from our records or preclude future communications from Hemp University. Users shall also have the right to have their accounts deleted. We will provide a method, which may change from time to time, for Users to request account deletion.

5. Data Security. At Hemp University, we take Users' security and privacy concerns seriously. We strive to ensure that User data is kept securely. We use some of the most advanced technology for Internet security that is commercially available today including, but not limited to, password protected file systems and similar means of protection, designed to protect the loss, misuse and alteration of information under the control of Hemp University. While we take commercially reasonable security precautions, Hemp University is not responsible for data breaches of third parties, such as web hosts or advertising providers.

6. Data Storage. All data associated with our Service is stored on servers located within the United States at secure data centers. We have no affiliates outside of the US who could be compelled to produce information to a foreign body.

7. Handling of Security Breaches. Despite best efforts, no method of transmission over the Internet and no method of electronic storage is perfectly secure. We cannot guarantee absolute security. However, if Hemp University learns of a security breach, we will notify affected Users so that they can take appropriate protective steps. Our breach notification procedures are consistent with our obligations under all applicable laws.

CREDITS

This policy was adopted heavily from Strainprint.com and Facebook's privacy policies.

It was established for Smart Analytics with contributions in large part from habu health. Smart Analytics has given permission for Hemp University to use any and all parts of this policy deemed necessary to the successful realization of the Contest. This document was created using a Contractology template available at www.contractology.com.