

PRIVACY POLICY

Last Modified: March 29, 2021

Ralco's mission is to steward our God-given gifts to enhance the vitality of plants and animals for a safe and abundant global food supply. We only collect, use and share your personally identifiable information for use in pursuing this mission. Ralco Nutrition, Inc. and its brands and subsidiaries: Ralco Agriculture, Agnition®, Ralco Show®, and Strong Animals® (hereby referred to as "**Ralco**", "**us**", or "**we**") is committed to maintaining your privacy.

This policy applies to information we collect:

- On our Websites: www.ralcnutrition.com, www.ralcoagriculture.com, www.ralcoshow.com, www.agnition.com, www.getstronganimals.com;
- In email, text, and other electronic messages between you and Ralco;

It does not apply to information collected by:

- Us offline or through any other means, including on any other websites operated by Ralco or any third party (including our affiliates); or
- Any third party (including our affiliates), including through any application or content (including advertising) that may link to or be accessible from or on the websites.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Websites. By accessing or using these Websites, you agree to this privacy policy. This policy may change from time to time (see Privacy Policy Updates). Your continued use of these Websites after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information Collection, Use, and Sharing

Information You Provide to Us

We receive, collect, and store any information you enter on our Websites or provide us in any other way. We also collect personally identifiable information ("Personal Information") including name, email, address, phone number, and communications via online form submissions, survey responses, comments, feedback, product reviews, and recommendations, or otherwise provided to our employees or agents.

We collect such Non-personal and Personal Information for the following purposes:

1. To present our Websites and its contents to you;
2. To fulfill a purchase or provide a service;
3. To provide ongoing customer assistance and technical support;
4. To provide general or personalized service-related notices and promotional messages;
5. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
6. To comply with any applicable laws and regulations;
7. To notify you about changes to our Websites or any products or services we offer or provide though it;
8. Perform other business activities as needed, or as described elsewhere in this policy

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Websites, we may use automatic data collection technologies and software to measure and collect certain information about your equipment, browsing actions, and patterns, including but not limited to:

- Details of your visits to our Websites, including the Internet protocol (IP) address used to connect your computer to the Internet, traffic data, location data, logs, search terms, media information, and other communication data and the resources that you access and use on the Websites;
- Session information, including page response times, length of visits to certain pages, page interaction information, referral sources, and methods used to browse away from the page;

- Information about your device, operating system, and browser type.

The information we collect automatically is only statistical data and does not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Websites and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns;
- Identify promotional and/or educational information applicable to you;
- Recognize you when you return to our Websites.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Websites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.
- **Web Beacons.** Pages of our Websites and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Ralco, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies, Web Beacons, and other Tracking Technologies

Some content or applications, including advertisements, on the Websites are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use our Websites. The information they collect may be associated with your Personal Information or they may collect information, including personal information about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

Information from Other Sources

We collect information about you from other sources to enhance our existing information and improve the accuracy of our records. This improves our ability to contact you and increases the relevance of our marketing.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Ralco's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Ralco about our Websites' users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures. We contractually require these third parties to keep Personal Information confidential and use it only for the purposes for which we disclose it to them. For more information, see Choices About How We Use and Disclose Your Information.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Ralco, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the Personal Information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from Ralco.** If you do not wish to have your email address/contact information used by Ralco to promote our own or third parties' products or services, you can opt-out at any time by sending us an email at marketing@ralcoagriculture.com stating your request. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to Ralco as a result of a product purchase, service experience or other transactions.

California residents may have additional personal information rights and choices. Please see Your California Privacy Rights for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to marketing@ralcoagriculture.com.

Accessing and Correcting Your Information

In order to keep your personal information accurate and complete, you can access or update it by sending us an email to marketing@ralcoagriculture.com with the personal information you would like to access. We will provide the personal information requested if reasonably available or will describe the types of personal information we typically collect. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. California residents may have additional personal information rights and choices. Please see Your California Privacy Rights for more information.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your Personal Information. To learn more about your California privacy rights, visit the California Consumer Privacy Act webpage. Visitors who are California residents may request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an email to marketing@ralcoagriculture.com or mail to:

Ralco Nutrition
Attn: CRM Specialist
600 Michigan Road
PO Box 1083
Marshall, MN 56258

Children Under the Age of 16

Our Websites are not intended for children under 16 years of age. No one under age 16 may provide any information to or on the Websites. We do not knowingly collect Personal Information from children under 16. If you are under 16, do not use or provide any information on these Websites or through any of its features, use any of the interactive or public comment features of these Websites, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at marketing@ralcoagriculture.com.

Privacy Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the Websites. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Miscellaneous

www.ralconutrition.com, www.ralcoagriculture.com, www.ralcoshow.com, www.agnition.com, and www.getstronganimals.com may contain links to other sites. We do not endorse or otherwise accept responsibility for the content or privacy policies of those sites.

Questions and Contact Information

You may contact us at marketing@ralcoagriculture.com or send a written request to:

Ralco Nutrition
Attn: CRM Specialist
600 Michigan Road
PO Box 1083
Marshall, MN 56258