

FarmerMind AI — Privacy Policy

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1. Introduction

FarmerMind AI LLC (“**FarmerMind**,” “**we**,” “**us**,” or “**our**”) builds agricultural intelligence tools for smallholder farmers, extension offices, and agricultural institutions worldwide. We believe that the data generated on a farm belongs to the farmer. That conviction is reflected in our products and in this Privacy Policy.

This Privacy Policy explains what information we collect, how we use it, with whom we share it, and the rights you have over it. It applies to:

- The **FarmerMind AI Cube** and any other hardware devices we manufacture (collectively, the “**Device**”);
- The software embedded on the Device, including firmware, operating system, and application modules (the “**Software**”);
- Our websites, including **farmermind.ai** and any subdomains (the “**Site**”);
- Our optional data services, including the Farmer Analytics data subscription (the “**Cloud Services**”); and
- Our sales, support, and marketing communications (together with the above, the “**Services**”).

By using our Services, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Services.

2. Our Privacy-First Design

FarmerMind is engineered as an **offline-first** system. Unlike cloud-dependent agricultural platforms, the Device processes farm, crop, weather, diagnostic, and yield data **locally on your hardware**. This means:

- Your farm data does not leave the Device by default.
- Your farm data is stored on an encrypted filesystem (LUKS) on the Device itself.
- The Device does not require an internet connection to deliver its core functions.
- We cannot see, access, or retrieve data on your Device unless you affirmatively choose to share it with us through a Cloud Service or support request.

Where we do process personal information — for example, when you buy a Device, contact support, or subscribe to Farmer Analytics — we limit what we collect to what is necessary and we tell you, in plain language, what we are doing.

3. Definitions

“**Personal Information**” means information that identifies, relates to, or could reasonably be linked to a specific individual or household. Where the applicable law (e.g., GDPR) uses the term “personal data,” we treat the terms as equivalent for purposes of this Policy.

“**Aggregated Data**” means information that has been combined with information about other users and stripped of direct identifiers such that it no longer identifies any individual.

“**De-identified Data**” means information from which direct identifiers have been removed and for which we maintain technical and organizational measures to prevent re-identification.

“**Processing**” means any operation performed on Personal Information, including collection, use, storage, disclosure, and deletion.

“**You**” means the individual using the Services, whether as a farmer, extension officer, institutional buyer, researcher, or Site visitor.

4. Information We Collect

4.1 Information You Provide Directly

We collect information you voluntarily provide to us, including:

- **Purchase and account information:** name, shipping and billing address, email address, phone number, country, and payment information. Payments are processed by our payment processors, **Stripe** and **Wix Payments**. Payment card details are handled by the processors and are not stored by FarmerMind.
- **Support information:** contact details, Device serial number, and the content of support requests and related correspondence.
- **Subscription information:** for Farmer Analytics subscribers, the identity of the subscribing organization, contact persons, billing details, and the geographic and crop scope of the subscription.
- **Marketing information:** email address and preferences when you subscribe to updates or receive outreach, managed through **Zoho Campaigns**.
- **Communications:** messages you send us via email, contact forms, or social channels.

4.2 Information Collected Automatically by the Site

When you visit the Site, we and our service providers may collect:

- **Device and browser information:** IP address, browser type and version, operating system, referring URL, and pages visited.

- **Cookies and similar technologies:** the Site is hosted on the Wix platform, which uses cookies to operate the Site, remember your preferences, secure transactions, and measure Site performance. When you first visit the Site, you will see a cookie banner that allows you to review cookie categories and manage your choices. You can change your preferences at any time through that banner.
- **Order metadata:** when you place an order, information required to fulfill it, including shipping status and carrier tracking identifiers.

4.3 Information Generated by the Device (Stored Locally)

The Device generates and stores locally, on your encrypted Device storage, information such as:

- Farm profile information (farm name, plot geometry, crops grown, soil characteristics);
- Crop calendar entries, tasks, and reports;
- Vision-module images and diagnostic outputs;
- Weather, price, and yield-predictor queries and cached results;
- Activity logs and metrics.

This data does not leave your Device unless you affirmatively share it. Ways you may share it include: (a) enabling optional anonymized analytics sharing; (b) exporting a report and sending it to a third party; (c) submitting Device data to FarmerMind as part of a support request; or (d) subscribing to a Cloud Service that requires data exchange.

4.4 Optional Aggregated Data (Analytics Sharing)

Analytics sharing is **off by default** and requires your affirmative opt-in. If you choose to enable analytics sharing in your Device settings, the Device will periodically transmit **De-identified and Aggregated Data** to FarmerMind. This data is designed to exclude direct identifiers (name, contact details, precise geolocation below the district level) and includes items such as:

- Anonymized crop-stage distributions;
- District- or region-level agronomic trends;
- Aggregated diagnostic frequencies (for example, “prevalence of fall armyworm reports in Ashanti Region, Week 17”);
- Software feature usage counts.

You can disable analytics sharing at any time in Settings → Privacy.

4.5 Information from Third Parties

We may receive information about you from:

- **Payment processors** (transaction status, fraud signals);

- **Shipping carriers** (delivery confirmations, delivery exceptions);
- **Resellers, distributors, NGO partners, and extension offices** that purchase Devices on your behalf (name and delivery address); and
- **Public sources** (where you have identified yourself publicly in connection with your farm or organization).

4.6 Information We Do Not Collect

To be explicit, we do **not** collect:

- Biometric identifiers;
- Government-issued identification numbers (beyond what is necessary for tax or customs compliance on institutional orders);
- Social security numbers or equivalents;
- Precise real-time geolocation from the Device;
- The content of your encrypted Device storage (we have no technical means to access it).

5. How We Use Information

We use Personal Information for the following purposes:

- **To fulfill your order:** process payments, ship Devices, provide receipts, and communicate about your order.
- **To provide support:** respond to inquiries, troubleshoot Device or Software issues, ship replacement units under warranty, and deliver verified Software updates via USB.
- **To operate and improve the Services:** maintain the Site, prepare Software updates, measure performance, and improve agronomic accuracy and language support.
- **To deliver the Farmer Analytics subscription:** generate district-, region-, and country-level agronomic insights for subscribing institutions from opt-in De-identified and Aggregated Data.
- **To communicate with you:** send transactional messages (order confirmations, shipping updates, security notices, material changes to policies) and, where you have opted in, marketing communications.
- **To comply with law:** meet obligations under tax, customs, export-control (including U.S. OFAC sanctions screening), consumer-protection, and data-protection laws.
- **To protect the Services and users:** detect, prevent, and respond to fraud, abuse, security incidents, and violations of our Terms of Use or End User License Agreement.

We do not use Personal Information to train third-party foundation models. We do not sell Personal Information. We do not share Personal Information with advertising networks.

6. Legal Bases for Processing (EEA, UK, and Similar Jurisdictions)

Where the General Data Protection Regulation (EU 2016/679), the UK GDPR, or a substantially similar law applies, we process Personal Information on the following legal bases:

- **Performance of a contract:** to fulfill orders, provide support, and deliver subscriptions you have purchased.
- **Legitimate interests:** to operate and improve the Services, secure our systems, prevent fraud, and conduct B2B outreach to extension offices, NGOs, and institutions, where those interests are not overridden by your rights.
- **Consent:** for optional analytics sharing, non-transactional marketing emails, and any processing for which consent is legally required. You may withdraw consent at any time.
- **Legal obligation:** to meet tax, customs, export-control, and data-protection obligations.

7. How We Share Information

We share Personal Information only in the limited circumstances below.

- **Service providers / processors.** We engage vetted vendors to perform functions on our behalf under written agreements that restrict their use of Personal Information. These include: payment processors (**Stripe** and **Wix Payments**), shipping carriers (**USPS, UPS, FedEx, and DHL**), and email infrastructure (**Zoho Campaigns** and **Zoho Mail**). As of the Effective Date, FarmerMind does **not** use third-party cloud hosting; we will update this section if and when we engage a cloud hosting provider.
- **Institutional subscribers.** Farmer Analytics subscribers receive Aggregated and De-identified Data at the district or regional level. Subscribers do not receive information identifying individual farmers.
- **Corporate transactions.** If FarmerMind is involved in a merger, acquisition, financing, reorganization, or sale of assets, Personal Information may be transferred as part of that transaction. We will notify you of any such transfer and any resulting change to this Policy.

- **Legal and safety disclosures.** We may disclose Personal Information when required by subpoena, court order, or other legal process; to comply with U.S. or foreign law; to enforce our agreements; or to protect the rights, property, or safety of FarmerMind, our users, or the public.
- **With your direction.** When you ask us to share information with a third party (for example, exporting a farm report to your agronomist).

We do not sell Personal Information, and we do not “share” Personal Information for cross-context behavioral advertising as those terms are defined under the California Consumer Privacy Act as amended by the CPRA (together, the “**CCPA**”).

8. Data Retention

We retain Personal Information only as long as necessary for the purposes described in this Policy, including:

- Order and tax records: **seven (7) years** to meet U.S. tax and customs recordkeeping requirements;
- Support tickets: **three (3) years** from closure;
- Marketing contact records: until you unsubscribe, plus **twelve (12) months** for suppression-list purposes;
- Aggregated Data and De-identified Data: retained indefinitely (no longer constitutes Personal Information);
- Data on your Device: retained locally until you delete it or reset the Device.

When the applicable retention period expires, we delete or de-identify the information.

9. Data Security

We implement technical and organizational measures designed to protect Personal Information, including:

- **Device-side:** full-disk encryption (LUKS) on the Device root filesystem, keyfile protection in initramfs, disabled TTY and SSH access, and kiosk-mode boot.
- **Infrastructure:** encryption in transit (TLS) and at rest, least-privilege access controls, multi-factor authentication on administrative systems, and network segmentation.
- **Organizational:** background checks for personnel with access to Personal Information, confidentiality agreements, and documented incident-response procedures.

No system is perfectly secure. If we become aware of a security incident affecting your Personal Information, we will notify you and the appropriate regulators consistent with applicable law.

10. International Data Transfers, Governing Law, and Venue

FarmerMind is headquartered in San Antonio, Texas. Personal Information we collect is processed in the United States. Our email infrastructure providers (Zoho) may process communications on servers located outside the United States.

Where we transfer Personal Information out of the EEA, UK, or Switzerland, we rely on the European Commission's **Standard Contractual Clauses** (and the UK International Data Transfer Addendum, where applicable). Where we transfer Personal Information out of Ghana, Nigeria, or other African jurisdictions, we comply with the cross-border transfer requirements of the applicable data-protection law.

This Privacy Policy and any non-contractual obligations arising from or connected with it are governed by the laws of the **State of Texas**, without regard to its conflict-of-laws principles. Any action, claim, or proceeding arising out of or relating to this Privacy Policy shall be brought exclusively in the state or federal courts located in **Bexar County, Texas**, and the parties consent to the personal jurisdiction and venue of those courts. This provision does not limit rights conferred by mandatory data-protection laws (including the EU GDPR, UK GDPR, California CCPA/CPRA, Ghana's Data Protection Act, 2012, and the Nigeria Data Protection Act, 2023), which remain available to data subjects under the rights sections of this Policy.

11. Your Rights and Choices

Depending on where you live, you may have some or all of the following rights:

- **Access:** to know what Personal Information we hold about you.
- **Correction:** to have inaccurate Personal Information corrected.
- **Deletion:** to request deletion of your Personal Information.
- **Portability:** to receive a copy of your Personal Information in a portable format.
- **Restriction / Objection:** to restrict or object to certain processing.
- **Withdraw consent:** where processing is based on consent.
- **Non-discrimination:** you will not receive inferior service for exercising your rights.

11.1 European Economic Area, United Kingdom, and Switzerland

You may exercise the rights above and lodge a complaint with your national data-protection authority. The UK authority is the Information Commissioner's Office (ICO).

11.2 California (CCPA / CPRA)

California residents have the rights described above, plus the right to limit the use of sensitive Personal Information and the right to opt out of "sale" and "sharing." **We do not sell or share Personal Information as those terms are defined in the CCPA.** We honor opt-out preference signals such as Global Privacy Control (GPC).

11.3 Ghana

Ghana residents have rights under the **Data Protection Act, 2012 (Act 843)**, including access, correction, deletion, and the right to lodge a complaint with the **Data Protection Commission (DPC)**.

11.4 Nigeria

Nigeria residents have rights under the **Nigeria Data Protection Act, 2023**, including access, rectification, deletion, data portability, and the right to lodge a complaint with the **Nigeria Data Protection Commission (NDPC)**.

11.5 How to Exercise Your Rights

To exercise any of these rights, email info@farmermind.ai. We may need to verify your identity before acting on your request. We will respond within the timelines required by applicable law (generally 30–45 days).

12. Children's Privacy

The Services are not directed to children under the age of **thirteen (13)**, and we do not knowingly collect Personal Information from children under 13. If we learn that we have collected Personal Information from a child under 13 without verifiable parental consent, we will delete that information. If you believe a child has provided us with Personal Information, contact us at info@farmermind.ai.

For users in the EEA and UK, the minimum age for consent to information-society services is **sixteen (16)**, unless the applicable member state has set a lower age (no lower than 13).

13. Third-Party Services and Links

The Site and Services may link to third-party websites, services, or content that we do not control. This Policy does not apply to those third parties. We encourage you to read their privacy policies.

14. Marketing Communications

We send marketing emails only to individuals who have opted in or who have a legitimate-interest relationship with us (for example, extension offices and institutional contacts in our B2B outreach program). You can unsubscribe at any time using the link in any marketing email or by emailing info@farmermind.ai. Unsubscribing does not stop transactional communications (order confirmations, security notices, material policy changes).

15. Automated Decision-Making and AI

The Device provides AI-generated agronomic recommendations, diagnoses, and yield predictions. These outputs are **decision support**, not binding decisions, and they do not produce legal or similarly significant effects on you without human review. You remain in control of your farm-management decisions. See our **End User License Agreement** for the relevant disclaimers.

16. Changes to This Policy

We may update this Policy from time to time. When we make material changes, we will notify you by (a) posting the updated Policy on the Site with a new “Last Updated” date; (b) for registered account holders and Farmer Analytics subscribers, sending an email notice; and (c) where required by law, obtaining your renewed consent. Continued use of the Services after the Effective Date of an updated Policy constitutes acceptance of that update.

17. How to Contact Us

FarmerMind AI LLC

Email: info@farmermind.ai