Exchange Website – Privacy Policy

Seed Savers Exchange, Inc. respects your privacy and is committed to ensuring your personal information is handled responsibly through compliance with this Policy. Seed Savers Exchange has implemented this Privacy Policy governing the personally identifiable information (“PII”) collected by your use of the website https://exchange.seedsavers.org/ (our “Website”), which allows you to share and save seeds with others (the “Exchange”). This Privacy Policy does not govern PII collected from any other source or in any other manner. The term “Personal Information” refers to information that personally identifies an individual.

If you do not agree to this Privacy Policy, please do not use this website.

Overview: This Privacy Policy is intended to provide you with information as to: (i) the type of information that is collected, (ii) how collected information is used and with whom it is shared; (iii) how we intend to protect the information; and (iv) how you can access, modify, and/or delete such information.

When used in this Policy, the terms “you” and “your” refer to each user who accesses our Website, and the terms “us,” “we,” and “our” refer to Seeds Savers Exchange, Inc.

Collection of Information:
Our Website is directed to a general audience. In accordance with the Children’s Online Privacy Act, (COPPA), Seed Savers Exchange does not, at any time, knowingly solicit or collect information from children on our site.

1. Information We Collect Through Automatic Data Collection Technologies: You can browse https://exchange.seedsavers.org/ without telling us who you are (but please don't be a stranger!). As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns. This may include details of your visits to our Website, including but not limited to, traffic data, location data, logs, and other communication data and the resources that you access and use on the Website and the information about your computer and internet
connection, including your IP address, operating system, and browser type. Seed Savers Exchange uses cookies to collect this non-identifying information. An internet “cookie” is a small text file created by a website that stores information on your computer, such as your preferences when visiting that site. Seed Savers Exchange will use cookies that will be saved and remain on your computer until manually deleted or until expired (which could be months or years after placement). We use this information to measure our Website and store activity and to improve the usefulness of our site to visitors.

We may also use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). Seed Savers Exchange currently uses Google Analytics Demographics and Interest Reports to collect this information using Google Advertising cookies and anonymous identifiers and may use other tracking devices in the future. This information is only used in the aggregate (we do not tie this to an individual). Click here [https://tools.google.com/dlpage/gaoptout/](https://tools.google.com/dlpage/gaoptout/) for information on how you can opt out of Google Advertising cookies and anonymous identifiers.

If visitors decline to accept cookies, they may still use our Website, but some portions of our site may be inaccessible.

2. **Information You Provide to Us:** Seed Savers Exchange may collect Personal Information from you. The PII we collect through our Website may include:

   a. **Information that you provide by filling in forms on our Website.** This includes information you provide when registering to use certain features of our Website, subscribing to a service through our Website, or requesting any further services. You also may provide information to be published or displayed (hereinafter, “posted”) on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, “User Contributions”). You may be asked to provide contact information such as name, email address, mailing address, phone number, or zip code. This information is provided voluntarily by you.
When you start saving and sharing seeds via our Website and the Yearbook, (become a “Lister”), PII is collected from you voluntarily. The Personal Information collected on our Website for use in the Exchange is also printed in the Yearbook. For information regarding the Yearbook privacy policy, please refer to the policy printed in the newest edition of the Yearbook.

b. **Details of the Transactions You Carry out Through our Websites.**

When you carry out a transaction on our Website, we request information that enables us to respond. This information may include contact information and, if applicable, financial, payment, or billing information. Visitors who create an account with us have the ability to create and maintain their own password. That password is encrypted so we cannot see what it is.

c. **Information by Electronic Communication.** When you communicate with Seed Savers Exchange electronically, via email or otherwise, you consent to Seed Savers Exchange’s use and storage of the information you have provided, and you further consent to receive electronic communications from Seed Savers Exchange. This communication includes Seed Savers Exchange contacting you about opportunities we feel may be of interest to you. You can unsubscribe from receiving promotional emails at any time by following the Manage Preferences or Unsubscribe link at the bottom of every marketing email. Please note, you will continue to receive transaction-based emails about orders you place.

Personal Information you have provided to us is stored indefinitely. To delete or revise PII we store, please submit a request through our online contact form or contact us at (563) 382-5990 or by email at orders@seedsavers.org. If you do not want your Personal Information collected, used, and disclosed as described in this Privacy Policy, please do not submit your information to us.

**Security of Information:**

1. **Security of Information:** Seed Savers Exchange maintains commercially reasonable standards of confidentiality and security for our Website and the Personal Information and data elements collected through our Website. We make every effort to ensure the secure collection and transmission of sensitive user information using commercially reasonable data collection and encryption methodologies. Unfortunately, no security system is impenetrable and
it is possible that someone may intercept or access communications, transmissions, and/or Personal Information and data elements provided. We cannot guarantee the security of your Personal Information or data elements and are not responsible for the circumvention of any privacy settings or security measures contained on our Website. Any transmission of Personal Information is at your own risk.

2. **Your Obligation to Help Protect your Personal Information:** The safety and security of your information also depends on you. You must seek to protect against unauthorized access to any passwords and/or accounts that you use in connection with this Website. Seed Savers Exchange will respond to any security breach as required by any applicable state or federal law and, to the extent not inconsistent with applicable laws, this Privacy Policy.

**Use and Sharing of Information:**

1. **Disclosure by Seed Savers Exchange of Personal Information to Internal Personnel:** Seed Savers may convey certain information you provide to internal personnel to effectuate our everyday business purposes, including, but not limited to, to facilitate a prospective transaction.

2. **Disclosure by Seed Savers Exchange of Personal Information and User Contributions to Other Users or the Public:** Our Website is accessible to the general public. Personal Information and User Contributions voluntarily posted to our Website may be viewed by other users or by the public. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your Personal Information with. Therefore, we cannot and do not guarantee that your Personal Information will not be viewed by unauthorized persons. Your Personal Information is disclosed at your own risk.

3. **Third Party Disclosures:** Seed Savers Exchange uses third party service providers to facilitate the operation of our Website, including the use of information technology infrastructure for application servers, file storage, and database management. Seed Savers Exchange may also enter into from time to time joint ventures, distribution agreements, and other
relationships with third parties, which may require the disclosure of certain information, including your Personal Information, as part of these agreements.

4. **Subsidiaries and Affiliates:** This Privacy Policy applies to contractors, service providers, and other third parties we use to support our business and all are bound by contractual obligation to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.

This Privacy Policy applies to buyers or other successors in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Seed Savers Exchange’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding where Personal Information held by Seed Savers Exchange about our Website is among the assets transferred.

5. **Legal Process:** Seed Savers Exchange may use your Personal Information if it has a good faith basis to believe that it is required to do so by law, compelled by court order or legal process, or is reasonably necessary and/or appropriate to: (i) protect the rights, property, and/or safety of Seed Savers Exchange or any other person or entity; or (ii) prevent or take action concerning any alleged: (a) illegal activity or (b) breach of our Terms of Use for any Seed Savers Exchange service or this Privacy Policy.

6. **Linked Sites:** Seed Savers Exchange may contain links to other websites that are not controlled and/or maintained by Seed Savers Exchange. Please be aware that these other websites may have different privacy policies which may subject you to different privacy practices. Please review the privacy policies of such other websites for information concerning what information is collected on such sites and how it is used.

**Policy Subject to Change:** Seed Savers Exchange reserves the right, in its sole discretion, to modify, amend, or otherwise change this Privacy Policy from time to time. Seed Savers Exchange will advise you of changes to this Privacy Policy and the effective date of the changes by posting the revised Privacy Policy to our Website. You are responsible for periodically
visiting our Website and this Privacy Policy to check for any changes. You agree that the posting of a revised Privacy Policy constitutes actual notice to you of the revised policy and your continued use of our Website constitutes acceptance of the revised policy. In the event you are no longer a registered user—and to the extent Seed Savers Exchange retains any of your information—Seed Savers Exchange will manage your information in the same manner as current registered users.

**Disclaimers: Affiliations:** Seed Savers Exchange, Inc. is not affiliated with the Facebook group Seed Savers Exchange Group. Both of us support biodiversity through preserving, growing, and sharing heirloom seeds and plants.

Our official social media accounts include:

- Twitter: @Seedsaversx
- Facebook: [Seed Savers Exchange - Home](https://www.facebook.com/seedersavers); [Community Seed Network](https://www.facebook.com/seedersavers); [The Exchange](https://www.facebook.com/seedersavers); [Community Science Program @SSE](https://www.facebook.com/seedersavers)
- Instagram: @seed_savers_exchange
- Pinterest: @seedsavers
- YouTube: SSEHeritageFarm

**Contact Information:** To ask questions or comment about this Privacy Policy and our privacy practices, contact us at orders@seedsavers.org.

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