

## **Pesticide Risk Mitigation Engine**

### **Privacy Statement**

#### **Scope**

This Privacy Statement applies to the applications, databases, and websites operated the Pesticide Risk Mitigation Engine (PRiME). PRiME is developed and operated by the IPM Institute of North America, Inc., an independent non-profit organization formed in 1998 to foster recognition and rewards in the marketplace for goods and service providers who practice Integrated Pest Management, or IPM. This Privacy Statement describes the information that may be collected by PRiME and how we use and protect that information.

#### **Assurances**

- You own the data that you enter into PRiME.
- PRiME uses your pest management information only for purposes of providing you with risk assessments based on that information.
- PRiME does not share your personal or pest management information with any third party unless we have asked for and obtained your consent.

### **Information We Collect and How We Use It**

#### **Personal and financial information:**

- Name
- Postal address
- Email address
- Company
- Financial/credit card and payment information

The IPM Institute of North America uses financial/credit card and payment information to accept payments of license or contract fees. IPM Institute may need to share some of this information with delivery services, credit card clearing houses or other third parties necessary to complete the transaction.

IPM Institute may use personal information such as name, postal address, email address, and company to engage in outreach activities, including contract renewal and PRiME updates.

#### **Farming and pest management information:**

- GIS data and/or latitude and longitude of cropping areas, mitigation zones and sensitive sites (optional)
- Products applied and method, rate and timing of applications.

PRiME may use your general location (state and county of farming operations) to provide links to location specific information such as crop profiles, pest management strategic plans and contact information for local NRCS and Extension offices.

PRiME uses GIS data and/or latitude and longitude of cropping areas, mitigation zones and sensitive sites to gather NRCS soils data, calculate sizes of mapped parcels and distances to sensitive sites, all of which improves the accuracy of risk calculations.

PRiME uses product application information to calculate the risk of each application or a combination of applications to various resource concerns, including workers, bystanders, consumers, birds, bees, small mammals, earthworms and aquatic ecosystems. PRiME uses the amount of time between spray application and workers entering the field to estimate risk to workers from pesticides absorbed through the skin.

Farming and pest management information can be factual or fictional. Exact location is optional and can be based on actual farming operations or fictional, where similarities to real situations are unintentional. Pesticide application information can be historical or hypothetical; in other words, you can evaluate spray records from past years or compare applications that you are considering making in the future.

PRiME will not share any user information with third parties unless necessary for processing financial transaction or unless otherwise specified by the user.

### **Website usage**

In order to improve quality and facilitate use of the applications, PRiME may use information gathered as a result of using the website to help personalize website content, facilitate your use of the website (for example, to facilitate navigation and the login process), improve website quality, and monitor website use rates.

### **Contact Us**

If you have questions or concerns regarding your privacy, please contact the IPM Institute of North America. E-mail us at [wade@ipminstitute.org](mailto:wade@ipminstitute.org), or use the postal address below.

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### **Updating this statement**

IPM Institute may update this privacy policy by posting a new version on this website.