

## GREENKEEPER ONLINE PRIVACY POLICY

Updated on: January 30, 2018

### 1. Short Form Online Privacy Policy

The following statement discloses the privacy practices for GREENKEEPER, a web-based application (the "App") owned and operated by the Board of Regents of the University of Nebraska, for and on behalf of the University of Nebraska-Lincoln, to which TurfGrade, LLC holds the exclusive rights ("GREENKEEPER"). As part of the normal operation of GREENKEEPER services, we collect and, in some cases, disclose information about you. This Privacy Policy describes the information we collect about you, how GREENKEEPER may use such information, and what may happen to that information. By accepting the End User License Agreement, you expressly consent to our use and disclosure of your personally identifiable information in accordance with this Privacy Policy. This Privacy Policy is incorporated into and subject to the terms of the [GREENKEEPER End User License Agreement](#).

### 2. Minors

If you are a minor (under the age of 18), you can use this service only with the consent and under the supervision of your parents or legal guardians. If you are a minor, please do not submit any personal information to this website. IF YOU ARE 13 YEARS OR YOUNGER, PLEASE DO NOT USE GREENKEEPER OR ANY OF ITS SERVICES FOR ANY PURPOSE.

### 3. Information We Collect

- a. Your Registration Information. To fully use our services, you will need to register using our online registration form, where you will be required to provide us with your contact information and certain other information, namely, first and last name, email, and golf course location.
- b. Your Usage of Our Site. We automatically track certain information about you based upon your use of our Site. We use this information to conduct internal research on our users' demographics, interests, and behavior to better understand and serve our users. This information is compiled and analyzed on an aggregate basis. This information may include the URL that you just came from, which URL you next go to, what browser you are using, and your IP address.
- c. Cookies. In addition, we use "cookies" on certain pages of our site. Cookies are small files that can be used to track a user's steps or automatically generate a user's password. Some features of our website may only be available through the use of a cookie. Among other things, cookies allow you to enter your password less frequently during a session. Cookies can also help us provide information which is targeted to your interests. Cookies are stored on your hard drive, not on our Site. Most, but not all, cookies are automatically deleted at the end of a session. You may decline our cookies if your browser permits, although your use of the Site may then be restricted (as noted above).
- d. Your Posts. If you choose to post messages on our message boards or in other locations on the Site, including, but not limited to submitting or positing information related to turfgrass pest activity, we will collect such information about you as you may choose to disclose pursuant to your activities on the Site.

- e. Your Correspondence. If you send us e-mails, letters or other personal correspondence, or if other users or third parties send us correspondence about your activities or postings on the website, we may collect such information into a file specific to you.
- f. Your Credit Account. If you establish a credit account with us, we collect some additional information, including billing address, credit card number and credit card expiration date and tracking information from checks or money orders.

#### **4. Our Use of Your Information**

- a. Promotional Use. We use personal information about you to enhance our marketing and promotional efforts, and to improve our content and services. We may also use your information to deliver to you advertisements, new services and promotions, and other information to you that is targeted to your interests from the University of Nebraska. You can avoid receiving some of this information by sending an email to [info@greenkeeperapp.com](mailto:info@greenkeeperapp.com) and requesting the same. Your name and email information will not be sold to third parties.
- b. Administrative Notices, etc. We use your e-mail address to contact you regarding administrative notices, new product offerings, and communications relevant to your use of the Site. If you do not wish to receive these communications, you may request to opt out by sending an email to [info@greenkeeperapp.com](mailto:info@greenkeeperapp.com) and requesting to be removed from the e-mail list.
- c. Billing and Support. If you open a credit account with our website, we use your address and billing information to bill you and provide associated support.
- d. Dispute Resolution. We use information in the file we maintain about you, and other information we obtain from your current and past activities on the Site, to resolve disputes, troubleshoot problems, and enforce our End User License Agreement.

#### **5. Our Disclosure to Third Parties**

- a. We use practices that are consistent with standards in our industry to protect your privacy. We cannot, however, promise that your personally identifiable information or private communications will remain private. For example, third parties may unlawfully intercept or access transmissions or private communications on our website. We do not sell or rent any personally identifiable information about you to any third party. The following describes some of the ways that your personally identifiable information may be disclosed. For a more detailed list of ways we disclose information about you, please see the GREENKEEPER End User License Agreement.
- b. Law Enforcement. We may disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate, in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose us to legal liability.
- c. Advertisers. We may disclose aggregate information about our users to advertisers and for other marketing and promotional purposes. However, we do not disclose any personally identifying information to any of these entities.
- d. GREENKEEPER Site. Throughout the Site, you are identified by a User ID automatically generated by our system and may be identified by your e-mail address. As a result, other users and third parties might send you unsolicited e-mail and be able to personally identify all of your activities

on the Site. Although our pages are coded with robot exclusion headers, others may attempt to automatically collect your e-mail address from our Site. Your User ID can be used to identify you and your activities throughout the Site. Other people can see your activities on the Site, including any of your comments and postings on the Site, and so on.

- e. Third Party Suppliers. We may use third party suppliers to assist us in providing the services available on an outside website. Whenever a third party supplier desires to collect information about you, you will be notified of the involvement of the third party supplier, and you will never be required to disclose any information to the third party supplier. We impose contractual restrictions on the use by our third party suppliers of information concerning you, and we do not permit third party suppliers to sell your information to other third parties.
- f. Use Limited to Site-Related Communications. GREENKEEPER-related communication expressly excludes unsolicited commercial messages. Therefore, you must not post, upload, link or otherwise use the Site in any manner for any commercial purpose or endeavor, including the offering for sale of any products or services, or otherwise engage in any commercial activity on the Site for any purpose, including, but not limited to, conducting raffles or contests, displaying sponsorship banners, soliciting goods or services, soliciting funds, advertisers or sponsors. In all cases, you must give users an opportunity to remove themselves from your database and a chance to review what information you have collected about them. In addition, under no circumstances can you disclose personally identifiable information about another user to any third party without our consent and the consent of such other user after adequate disclosure by you to such other user. Note that law enforcement personnel, VeRO program participants, and other rights holders are given different rights with respect to information they access.
- g. No Spam. GREENKEEPER and our users do not tolerate spam. Therefore, without limiting the foregoing, you are not licensed to add a GREENKEEPER user to your mail list (e-mail or physical mail) without their express consent after adequate disclosure.

## **6. Disclosures You Make to Third Parties**

GREENKEEPER does not control the privacy policies of third parties. When you disclose information to third parties on GREENKEEPER (or any other website) about yourself, you are subject to the privacy customs and policies of that third party. It is your responsibility to find out about the privacy policy of any such third parties.

## **7. Changes to Privacy Policy**

GREENKEEPER reserves the right at any time to make changes, modifications, alterations and/or additions to this Privacy Policy. GREENKEEPER will notify you of any changes to this Privacy Policy by providing you with notice of such changes at your email address that you provided the Site as your primary contact information.

## **8. Questions about Privacy Policy**

If you have any questions regarding GreenKeeper's Privacy Policy, please contact us at [info@greenkeeperapp.com](mailto:info@greenkeeperapp.com).