

DANE COUNTY FARMERS' INC.'S PRIVACY POLICY

The Dane County Farmers' Market, Inc. is committed to operating ethically and protecting the personally identifiable information of our Members, Board of Directors, staff, and volunteers, as well as of those who buy from and interact with our Member-vendors and the DCFM. Through various channels, we may acquire information considered personal or confidential and if we do, we will only use that information for its intended purpose. **In general, the DCFM does not sell or trade personally identifiable information we acquire from Members or their customers or our customers to other organizations or individuals.**

The following two sections, **For the Public** and **For Members**, identify the channels through which the DCFM acquires personal information and explain the information collected and how we use it. "Member" as used in this Policy refers to a product producer admitted to the DCFM for the purpose of offering products for sale at DCFM market events. Each Member and their products must meet DCFM eligibility and participation requirements and Members are required to vend at our markets according to our rules.

FOR THE PUBLIC

COOKIES POLICY

A "cookie" (also known as a browser or internet "cookie") is a set of data that a computer receives from a website and then stores so that the website 'remembers' the user for the future. Browser cookies' function is to improve website users' experiences.

We and our third-party partners (AddThis, Google Analytics) use cookies on dcmf.org to track performance analytics, provide social media features, improve search functionality, and generally improve the user experience. To enable or disable your browser's cookie settings for dcmf.org or any other website, please reference this [resource](#).

CHANNEL: EMAIL NEWSLETTER FOR DCFM MEMBERS, SHOPPERS AND FRIENDS OF THE MARKET

The DCFM publishes a free weekly newsletter delivered by email via the online marketing platform Mailchimp®. Members and the public can subscribe to our newsletter via an embedded signup form on our website (<https://dcmf.org/>) or via a linked signup form shared across social media and other channels. In addition, we add Members to the subscriber list.

- **What information do we collect?**
 - Subscribers must provide an email address when signing up for the email newsletter, but may also provide first name, last name, and/or phone number. We never sell or share the newsletter mailing list. Email newsletter subscribers may unsubscribe at any time via a link found on the bottom of each email newsletter.
- **What do we use your information for?**

- The email address collected for DCFM's email newsletter is used to communicate about DCFM market events, news, and other updates.
- **How do we protect your information?**
 - The personal information (primarily email addresses) collected via Mailchimp for the email newsletter are never stored outside the Mailchimp platform.
 - Email subscribers are subject to Mailchimp's Privacy Policy which can be found at: (https://mailchimp.com/legal/privacy/#3._Privacy_for_Contacts), and their Security policies and practices (<https://mailchimp.com/about/security/>).

CHANNEL: THIRD PARTY PLATFORMS

DCFM shoppers (including SNAP/EBT participants), volunteers and subscribers use third party platforms that we have selected to access specific services. The following is a description of the personally identifiable information that may be collected by those third party platforms and how we use that information, as well as links to the respective companies' privacy policies.

Customer surveys and volunteer signups

Occasionally, the DCFM will distribute electronic surveys to customers and/or request volunteer signups via third party online providers including Survey Monkey, Google Forms, and/or SignUpGenius. First and last names, email addresses and phone numbers are collected with our intention to use this information to communicate about volunteer opportunities, as well as garner customer feedback about our market events. We do not permanently save or store the personally identifiable information we receive through these channels. We never sell or share the personally identifiable information of our volunteers or shoppers. For more information about the how these third party providers collect, store and use your personal information, see:

Survey Monkey Privacy Policy: <https://www.surveymonkey.com/mp/legal/privacy-policy/>

Google Privacy Policy: <https://policies.google.com/privacy>

SignUpGenius Privacy Policy: <https://www.signupgenius.com/about/privacy.cfm>

SNAP/EBT users and FM Tracks

The DCFM, in partnership with the Community Action Coalition (CAC), uses the third party online platform, FM Tracks (<https://access.fmtracks.org/>), to track EBT/SNAP purchases made at our market events. The information collected includes zip code, a non-traceable customer ID which is created based on the first initials of first name and last name, and the last 4 digits of the customer's QUEST card number, as well as answers to survey questions. EBT users are subject to the following privacy policy: <https://case.edu/utech/departments/information-security/policies/legal-privacy-notice>.

The DCFM and/or CAC may use information in aggregate collected via FM Tracks in marketing, promotion, and fundraising efforts. The information presented in aggregate does not include any personally identifiable information.

Shopper purchases via the DCFM online stores on Square and WhatsGood

The DCFM uses the Square, Inc. online platform to sell gift certificates and DCFM merchandise. Shoppers using Square are subject to the following Privacy and Security policies of Square: <https://squareup.com/us/en/legal/general/privacy>

Shoppers use the DCFM online marketplace offered through Crave Food Systems, Inc.'s "WhatsGood" application to pre-order products from our Members. Shoppers using WhatsGood are subject to the following Privacy and Security policies of Crave Food Systems: <https://s3.amazonaws.com/crave-whatsgood/marketing/WhatsGood-Privacy-Policy.pdf>.

The DCFM may use aggregated information available through the Square and WhatsGood applications as to total sales and total order numbers in our marketing efforts. The information aggregates information we access does not include any personally identifiable information.

Links to Other Websites

The DCFM offers links to third-party websites over social media, in our weekly email newsletter, and over email to share recipes, press and other useful information. If you click on a link we have offered, your privacy and security will be subject to the privacy policies of those third-party websites.

FOR DCFM MEMBERS:

MEMBER AND WAITLIST DATABASES

The DCFM maintains a spreadsheet database of information about our Members. Our Members are the producer-owners who vend at DCFM markets.

The DCFM also maintains a spreadsheet database of the contact information for producers that apply to become DCFM members.

We have not and will not sell or trade our Member or applicant databases to other organizations or individuals.

- **What information do we collect?**
 - Members submit an annual membership application that contains contact information, business information and production information.
 - Wisconsin producers who apply to join the DCFM waitlist submit a letter detailing contact information and the products that they raise or produce.
- **What do we use Member information for?**
 - All information collected from current Members and applicants for membership is used to conduct our market events according to DCFM's Rules.

- Members indicate in their annual membership application if they wish for the DCFM to publish vendor contact information on the DCFM website and/or share it with the public.
 - The DCFM tracks this preference in our Member database. Requests from the public for vendor contact information are denied if the Member has not permitted the DCFM to distribute this information.
 - The Member permission status also determines how much Member information is published in our vendor profiles on the dcfm.org website. Member profiles are webpages on the dcfm.org website that showcase DCFM Members and the information they want to share with the public to market their business.
- **How do we protect your information?**
 - The DCFM Member database and applicant waitlist database are stored in the cloud storage platform Dropbox. Dropbox's privacy policies can be found here: <https://www.dropbox.com/privacy>

WHATSGOOD VENDOR INFORMATION

DCFM Members that participate in the Local Food Pick Ups must create an account with Crave Food Systems' WhatsGood application. WhatsGood is an online platform where local food producers sell goods directly online to consumers for delivery or pick up.

- **What information do we collect?**
 - To create an account on WhatsGood, DCFM Members must provide key business information to verify their business status and connect their bank accounts so that they can be paid for their goods sold. The DCFM does not collect any information at the account creation phase. Crave Food Systems collects this information.
 - Because WhatsGood is an online sales platform, sales data is available to the DCFM at the customer, vendor and market event levels.
- **What do we use your information for?**
 - The DCFM staff can see sales data for both individual customers and Member-vendors who have used the Local Food Pick Ups, via secure private webpages managed and provided by WhatsGood.
 - The DCFM does not share nor track individual sales data or personally identifiable information of any customer or vendor collected by Crave Food systems through WhatsGood.
 - The DCFM may share total sales and total order numbers in the aggregate for a Local Food Pick Ups event or for all such events for a week, month or season for marketing or promotion purposes, to inform our Members and our Board of Directors.
- **How do we protect your information?**
 - Personally identifiable information of vendors or customers collected through the WhatsGood application is neither stored nor tracked by the DCFM. Check out WhatsGood's Privacy Policy here: <https://s3.amazonaws.com/crave-whatsgood/marketing/WhatsGood-Privacy-Policy.pdf>.

If you have any questions about this Privacy Policy, please contact the Dane County Farmers' Market at info@dcfm.org.