

PureField Ingredients SMS Privacy Policy

Overview

PureField Ingredients, Inc. (“**PureField**”) respects your privacy and is committed to protecting it through our compliance with this policy. This SMS Privacy Policy provides more specific information on how PureField collects and processes your personal information in conjunction with its text messaging practices.

Scope

The notice applies to our practices for gathering and disseminating information related to PureField’s (“we”, “us”, or “our”) text messaging practices and is meant to provide you an overview of our practices when collecting and processing personal information for SMS/text messaging purposes.

How We Collect Information

We collect personal information in the following circumstances and obtain consent before sending SMS messages:

- *Direct Collection*, when you provide information through the PureField website or when you sign up for SMS/text message updates through our website, social media channels, text a keyword to our designated short code, or provide consent verbally or in writing to our staff.
- *From PureField sources*, when we import your contact information from other PureField sources, such as purchase agreements and customer information.

What Type of Information We Collect

Direct Collection

When you opt in to our SMS marketing program, we collect:

- Mobile phone number
- Opt-in date and time
- SMS interaction history (messages sent, received, open rates)
- Name (if provided)
- Email address (if provided)

Collection from PureField Customer Sources

We import personal information from PureField customer information. The information includes:

- First and last name
- Phone number
- Email address (if provided)

We do not knowingly contact or collect personal information from children under 16. If you believe we have inadvertently collected such information, please contact us so we can promptly obtain parental consent or remove the information.

How This Information Is Used

We use the personal information we collect to communicate with you regarding PureField products, programs, and updates, such as:

- **Promotional Activities**, to share opportunities that may be of interest to you, incentives, promotional grain programs, and other related information.

With Whom This Information Is Shared

We do not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with PureField partners or external service providers that support business activities, including our SMS service provider to enable messaging. We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf.

We may also share your personal information when required by law, or when we believe sharing will help to protect product integrity and safety.

What Choices You Can Make About Your Information

If you wish to unsubscribe from our SMS list, reply with ‘cancel’, ‘end’, or ‘stop’. After doing so, we will remove your number from our list within 24 hours.

If you wish to re-subscribe, reply with words, such as ‘start’, ‘yes’, or ‘unstop’.

How Information Is Secured

PureField recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage through secure storage measures to prevent unauthorized access. PureField strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

We retain your SMS data for as long as necessary for business, security, and legal purposes. SMS data, including your phone number, will be removed from active marketing lists upon opt-out, but may be retained in our records as required by law or for legitimate business purposes.

Message and Data Rates

Message and data rates may apply based on your wireless carrier plan. PureField is not responsible for any charges you may incur from your mobile carrier when receiving our text messages.

Privacy Notice Changes

This SMS Privacy Policy may be updated from time to time. We will post the date our notice was last updated at the bottom of this privacy notice.

Governing Law

This SMS Privacy Policy shall be governed by and construed in accordance with the laws of the State of Kansas, without regard to its conflict of law principles. Any disputes arising under this policy shall be resolved exclusively in the courts of Kansas.

Compliance with TCPA and Other Regulations

Our SMS marketing program complies with the Telephone Consumer Protection Act (TCPA), CAN-SPAM Act, and other applicable laws and regulations governing SMS marketing communications.

Who to Contact With Questions or Concerns

If you have any concerns or questions about this Privacy Policy or how your personal data is used, please contact PureField by email: contact.purefield@purefield.com or by mail: PureField Ingredients, 13632 W 95th Street, Lenexa, KS 66215.

Last modified: May 2025