

## Pesticide Risk Tool Privacy Statement

### Scope

This Privacy Statement applies to the applications, databases and websites operated by us, the IPM Institute of North America, Inc., for the Pesticide Risk Tool (PRT). The IPM Institute of North America, Inc., is an independent non-profit organization formed in 1998 to leverage market-based power to improve health and environment through Integrated Pest Management, or IPM, and other best practices. This Privacy Statement describes the information you may provide through your use of PRT and how we may use your information.

### Assurances

- You, the user, own the pest management information that you enter into PRT.
- We do not share your personal or pest management information with any third party except as described in this Privacy Statement unless we have asked for and obtained your consent.
- *Users completing PRT for the Equitable Food Initiative (EFI) certification:* We will provide EFI with access to information you enter into scenarios that you identify in PRT as “EFI-certified” for the purpose of evaluating EFI’s programmatic impacts. Your information includes crop, pesticide products, application method and rate and risk results. We will not provide EFI with access to information you enter into scenarios identified as “Not EFI-certified”.
- *Users completing PRT for the Whole Foods Market Responsibly Grown program:* We will provide Whole Foods Market with access to pest management information you enter into a scenario that you send to Whole Foods Market through your use of the “send scenario” button in PRT. Your pest management information includes crop, pesticide products, application method and rate and risk results. We will also provide Whole Foods Market access to your profile information (first and last name, email address and company name) and scenario name in order to match information you enter into PRT with your associated rating unit in the Whole Foods Market Responsibly Grown program.

### Information We Collect and How We Use It

#### Personal information:

- First and last name
- Email address
- Phone number (work and cell)
- Postal address
- Company and position within the company

IPM Institute may use personal information such as name, postal address, email address, phone number and company to contact you for administrative purposes including billing, contract renewal, and updates on PRT and our other activities.

#### Farming and pest management information:

- Products applied and method, rate and timing of applications.

- (optional inputs) Bloom start and end dates, harvest date, restricted entry interval, work time, and gloves worn/not worn.

We use farming and pest management information to calculate the risk of each application to various resource concerns including workers, bystanders, consumers, birds, bees, small mammals, earthworms and aquatic ecosystems. We use the restricted entry interval (amount of time between spray application and workers entering the field), work time and gloves worn/not worn to estimate risk to workers from pesticides absorbed through the skin. We use bloom start and end dates to provide more precise pollinator risk results. We use harvest date to calculate the pre-harvest interval and pesticide residue remaining at harvest, which are used to estimate consumer cancer risk.

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

We will not share your information with third parties unless you indicate PRT is being completed as part of a third-party sustainability program or certification that requires or recognizes use of PRT, unless necessary for processing financial transaction or unless otherwise specified by you.

#### **PRT usage**

In order to improve quality and facilitate use of PRT, we may use your information you provide during your use of PRT to personalize website content, facilitate your use of PRT (for example, to facilitate navigation and the login process), improve PRT quality and monitor PRT use rates. We may also use your information to report PRT use rates by crop, region or other criteria however we will only report anonymized, aggregated information that does not identify individual users or allow for identification of individual users or individual user personal or pest management information.

#### **Contact Us**

If you have questions or concerns regarding your privacy, please contact the IPM Institute of North America by email at [support@pesticiderisk.org](mailto:support@pesticiderisk.org) or use the postal address below.

IPM Institute of North America  
211 South Paterson Street Suite 380  
Madison, WI 53703 USA

#### **Updating this statement**

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