THE NO-SALE STANDARD

An Adoption Guide for Agricultural Technology Companies

A SHARED COMMITMENT TO PROTECTING RANCHER AND FARMER DATA.

LET'S RAISE THE STANDARD. TOGETHER.

We have never sold customer data, and we never will. Ever.

That's the commitment Halter has made to ranchers and farmers. And it's the commitment we're inviting the wider agricultural technology industry to make. Because we believe every rancher and farmer deserves to know their data is protected, whichever technology they choose.

The principles behind The No-Sale Standard

For agricultural technology companies looking to adopt The No-Sale Standard, these are the commitments we put into practice:

1. **We don't sell your data and never will.**
   Make a permanent commitment not to sell identifiable customer data, including information that identifies customers, their farms, ranches or animals, and data that the customers own.
2. **We use data to make our products better for you.**
   Only use data and insights to improve the technology and services you provide to ranchers and farmers.
3. **We protect all the data we hold.**
   Put appropriate safeguards in place to protect customer information and control who can access it.
4. **We don't voluntarily share your data with government agencies or third parties.**
   Commit to protecting identifiable customer information from voluntary disclosure.

Put your commitment in writing. Review your data practices, work with your legal team to reflect these commitments in your Terms of Service, and make those terms publicly available.

Because The No-Sale Standard shouldn't just be something companies say they believe in.
It should be something they're prepared to stand behind.

Halter
Founder of The No-Sale Standard

Halter

