



Michigan Farmers Market Metrics Portal Privacy Policy

Our Commitment To Privacy

Your privacy is important to us. To better protect your privacy, we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used.

Definitions:

1. Vendor: A person or company that sells her or his goods at a farmers market.
2. Market: An individual instance of a farmers market. A Market is unique based on its unique location and/or operating hours.
3. Market Operating Organization: An entity that runs the management and administration of one or more Markets. In the case of some Markets, the Market and the Market Operating Organization may be the same entity.
4. Network: An entity that accesses farmers market data on a regional, state, or national level. These may be farmers market associations (e.g., the Michigan Farmers Market Association), research or educational institutions, municipalities, or funders, among other potential market partners. Networks are only allowed access to data through the discrete permission from Market Operating Organizations, by the permissions setting within each Market Operating Organization's profile. Any extended Network privileges can be removed by the Market Operating Organization at any time¹.

Information the Operating Organization will Collect:

This notice applies to all information collected or submitted on the farmersmarketmetrics.org website, typically through the Vendor Profile. This information is visible to anyone within the Operating Organization's Network (e.g. MIFMA)².

Participating markets agree to **not** use vendor information for recruitment or solicitation purposes. The types of personal information collected at these pages are:

¹ If an Operating Organization (farmers market) removes MIFMA as their Network, MIFMA will no longer financially support their use of the Portal.

² The Michigan Farmers Market Association operates as the parent Network for Michigan farmers markets participating in the Metrics Portal. Any market within this network has access to this information.

- Name
- Address
- Email address
- Phone number
- Business Name
- Product type(s)
- Number of acres cultivated
- Number of employees
- Number of years a vendor has been farming
- Organic certification

The Way We Use Information:

When a Market Operating Organization selects the Michigan Farmers Market Association (MIFMA) as a Network, that Organization is agreeing to give access to their data to MIFMA and partners³.

Information provided on this site is shared in the following manner:

1. Vendor Level Data: This includes vendor registration information and annual survey responses. This information can be viewed by the Market, the Market Operating Organization and any affiliated Network. Please note that sales data collected on the vendor sales slip is reported **anonymously** at the Market level and is not tied to personal information in the Vendor Profile.
2. Market Level Data: This includes Market registration and all data in the Metrics section of the website. This information can be viewed by the Market Operating Organization of that Market and any affiliated Networks.
3. Market Operating Organization Level Data: This includes Market Operating Organization registration data. This information can be viewed by the Market Operating Organization and any affiliated Networks.
4. The Farmers Market Coalition (FMC) has access to all data within farmersmarketmetrics.org. FMC will **not** share information that can be attributed to an individual farmers market or vendor without explicit permission from that user. Combined data collected at the town, county or state level may be shared, **only** if three or more records have been combined. As long as MIFMA maintains a Network level subscription, FMC will coordinate with MIFMA before sharing data collected in Michigan through this program.

³MIFMA partners include the Farmers Market Coalition and Michigan State University.

Our Commitment To Data Security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. All data transactions involving sensitive information are secured with Secure Sockets Layer technology⁴.

How You Can Access Or Correct Your Information

You can access all your personally identifiable information online and manage it by logging in to your account. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

How To Contact Us

Should you have other questions or concerns about this Privacy Policy, please contact Michelle Gagliardi, Special Projects Associate, at the Michigan Farmers Market Association at 517-432-3381 or send an email to metrics@mifma.org. You can also reach the Farmers Market Coalition at 240-538-8056 or send them an email to metrics@farmersmarketcoalition.org.

⁴ SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private. (info.ssl.com/article.aspx?id=10241)