



Down to Earth Market Data Use and Privacy Policy

This policy outlines what data Zeltsman Associates d/b/a Down to Earth Market (also known as Down to Earth Farmers Markets) may collect from you and how it will be used.

Depending on the services and information you need from Down to Earth Market, we may collect your phone number, email address, mailing address, and business/production site address. Any contact information that we obtain will either be provided by you or collected from publicly available sources. We do not purchase contact data from third parties, and we will not sell your contact data. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. If you wish to change the information you have on file with us or stop us from contacting you in the future, please let us know either via the digital platform through which you submitted your data or by contacting us at 914-923-4837 or info@downtoearthmarkets.com.

When you interact with Down to Earth Market, including when you interact with one of our digital systems (e.g., our website, event management software, customer relationship management software), you may be asked to submit personal and/or business information. We will use this information in the course of doing business with you, analyzing our business performance, or providing you with support and customer service. Examples of what we may collect are: contact information, business information, sales information, product information, information about permits, licenses and insurance, consumer behavior information, demographic information, and payment information. Your submitted information will be stored indefinitely in password (or using other best practices) protected systems for our company use only. Please contact us directly if we have asked you to provide information that can reasonably be considered confidential and that should be handled with a greater level of care and secrecy. Your information may be used to create aggregated and anonymized data that is shared publicly as part of Down to Earth Market's communications about its work and impact. If you wish to delete or change the information you have on file with us, please make the change via the digital platform through which you submitted your data or submit your request by contacting us at 914-923-4837 or info@downtoearthmarkets.com.

Some of the digital systems that we use are managed by a third party. Those third-party systems may log your digital data (e.g., via cookies) and may ask you to submit information for their own use. In those cases, the third-party system's data use and privacy policies apply, and Down to Earth Market has no control over how your data is collected and used. Please review the data policies of those third-party systems when you interact with them.

Our website, downtoearthmarkets.com, does not automatically store personal information or use cookies for marketing or tracking purposes. We may collect aggregated user data (analytics). Some of our website content is pulled in from third party platforms, and your interactions with that data/those tools will be governed by them. Some of our website content will lead you away from downtoearthmarkets.com to third party platforms, where data use and privacy will be managed by the third party and not Down to Earth Market.

Our data use and privacy policy is shaped by law, ethics, and best practices. While your refusal to submit information or use our digital tools within these parameters may make it impossible for us to take you on as a customer, or provide you with services, customer service or information, we will do our utmost to respect your privacy and data use wishes and will endeavor to limit our data collection to only what is necessary for the desired business interaction. We are committed to keeping the data entrusted to us secure. Contact us at 914-923-4837 or info@downtoearthmarkets.com if you have questions about this policy or our data collection, storage and use. This data use and privacy policy may be updated from time to time. The updated policy will be shared at downtoearthmarkets.com.