PRIVACY POLICY

Compton Irrigation

Effective Date: June 27, 2026 | Last Updated: July 29, 2026

This Privacy Policy ("Policy") is issued by Compton Irrigation ("Company," "we," "us," or "our"), a family-owned business operating in Barton County, Southwestern Missouri, with its principal place of business located at 279 West U.S. 160 Hwy, Lamar, MO 64759. This Policy governs the collection, use, disclosure, retention, and protection of Personal Information (as defined below) obtained through our website located at https://comptonirrigation.com/ (the "Site"), as well as through any related services, contact forms, or offline interactions in connection with our business of providing customized irrigation systems, irrigation products, parts, engines, and certified repair services (collectively, the "Services").

BY ACCESSING OR USING THE SITE, SUBMITTING INFORMATION THROUGH OUR CONTACT FORMS OR SIGNUP, OR OTHERWISE INTERACTING WITH US IN CONNECTION WITH THE SERVICES, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THIS POLICY. IF YOU DO NOT AGREE WITH ANY PORTION OF THIS POLICY, YOU MUST IMMEDIATELY CEASE USE OF THE SITE AND REFRAIN FROM PROVIDING ANY PERSONAL INFORMATION TO US.

This Policy is designed to comply with all applicable federal and state privacy laws, including but not limited to the California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 ("CCPA/CPRA"), the Children's Online Privacy Protection Act ("COPPA"), and other applicable laws of the State of Missouri and the United States. While the Company primarily serves clients and customers in Southwestern Missouri and surrounding states, this Policy applies to all visitors, users, and customers of the Site regardless of geographic location.

SECTION 1 — DEFINITIONS

For purposes of this Policy, the following terms shall have the meanings ascribed to them below. These definitions are intended to align with and incorporate by reference the definitions set forth in the CCPA/CPRA and other applicable privacy statutes, as amended from time to time.

"Personal Information" or "PI" means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. This includes, without limitation, the categories enumerated in California Civil Code § 1798.140(v) and any successor provisions.

"Sensitive Personal Information" means Personal Information that reveals a consumer's social security number, driver's license number, state identification card number, passport number, financial account numbers, precise geolocation, racial or ethnic origin, religious or philosophical beliefs, union membership, contents of mail/email/text messages (unless the business is the intended recipient), genetic data, biometric data for the purpose of uniquely identifying a consumer, health information, or sex life or sexual orientation, as further defined in CCPA § 1798.140(ae).

"Consumer" means a natural person who is a California resident, as defined in CCPA § 1798.140(g), or any other individual whose Personal Information is collected by the Company through the Site or Services.

"Service Provider" means any person or entity that processes Personal Information on behalf of the Company pursuant to a written contract that prohibits the recipient from selling or sharing the Personal Information and requires compliance with applicable privacy laws.

"Third Party" means any person or entity other than the Company, its Service Providers, or the Consumer.

"Sale" or "Sell" means the exchange of Personal Information for monetary or other valuable consideration, as defined in CCPA § 1798.140(ad), but does not include disclosures to Service Providers or for the purposes expressly permitted under CCPA § 1798.140(ad)(2).

"Share" or "Sharing" means the disclosure, transfer, or making available of Personal Information to a Third Party for cross-context behavioral advertising, whether or not for monetary or other valuable consideration, as defined in CCPA § 1798.140(ah).

"Processing" means any operation or set of operations performed on Personal Information, whether or not by automated means, including but not limited to collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

"Site" means the website https://comptonirrigation.com/ and all subpages, including but not limited to the contact forms, service description pages, and any other content or functionality hosted thereon.

"Services" means the irrigation-related products, parts, repairs, installations, maintenance, and any other goods or services offered or provided by the Company, whether described on the Site or communicated directly to customers.

"You" or "Your" means the individual accessing the Site or providing Personal Information to the Company.

"Business Purpose" means the use of Personal Information for the Company's operational purposes, or for the operational purposes of a Service Provider, as further defined in CCPA § 1798.140(d).

Additional capitalized terms used but not defined herein shall have the meanings commonly ascribed to them in the English language or in the context of the Company's business operations involving the design, sale, installation, and servicing of irrigation systems and related agricultural equipment in the State of Missouri.

SECTION 2 — SCOPE AND APPLICABILITY

This Policy applies to all Personal Information collected, processed, or disclosed by the Company in connection with the Site and the Services. It covers information collected directly from Consumers through the Site's contact forms (including name, email address, telephone number, and message content), forms (email address), automatically through the use of cookies, pixels, server logs, and similar technologies, and from any other sources in connection with providing irrigation system consultations, quotes, repairs, parts sales, or assessments.

This Policy does not apply to information collected offline (except to the extent such information is subsequently entered into the Company's electronic systems in connection with the Services), information collected by Third-Party websites or applications that may be linked to or from the Site (for which the Company disclaims all responsibility and liability), or information that has been de-identified or aggregated in a manner that cannot reasonably be used to identify any individual.

The Company does not knowingly collect Personal Information from children under the age of thirteen (13) years. The Site and Services are not directed to children, and the Company does not sell products or services for purchase by children. If the Company becomes aware that it has inadvertently collected Personal Information from a child under 13 without verified parental consent, it will take prompt steps to delete such information in accordance with COPPA. Parents or guardians who believe their child has submitted information to the Company may contact us using the information in Section 12 to request deletion.

SECTION 3 — CATEGORIES OF PERSONAL INFORMATION COLLECTED

In the preceding twelve (12) months, the Company has collected the following categories of Personal Information from Consumers:

• **Identifiers:** Real name, postal address, email address, telephone number, unique personal identifier, online identifier, Internet Protocol (IP) address, and similar identifiers.

• **Customer Records / Personal Information Categories:** Name, signature (if provided on forms or agreements), telephone number, and other information you voluntarily provide in connection with a request for services or products.

• **Commercial Information:** Records of products or services purchased, obtained, or considered; purchasing or consuming histories or tendencies related to irrigation equipment and services.

• **Internet or Other Electronic Network Activity Information:** Browsing history, search history, and information regarding a Consumer's interaction with the Site, including pages visited, time spent, and referring URLs, collected via cookies, server logs, and similar technologies.

• **Geolocation Data:** Approximate location information derived from IP address or limited location data necessary for service dispatch and routing technicians. We do not collect precise geolocation as a standard practice.

• **Inferences:** Inferences drawn from the above information to create a profile reflecting preferences or characteristics relevant to irrigation needs (e.g., interest in certain product types).

The Company does **not** collect biometric information, genetic data, precise geolocation beyond what is necessary for service dispatch, education information, or any Sensitive Personal Information as a matter of standard business practice. If Sensitive Personal Information is inadvertently or voluntarily provided in a message (e.g., health-related information affecting service needs), it will be processed only with your explicit consent or as necessary to provide the requested Services and will be deleted once the purpose is fulfilled unless longer retention is legally required.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

SECTION 4 — SOURCES AND METHODS OF COLLECTION

Personal Information is collected from the following sources: (a) directly from you when you voluntarily complete and submit a contact form on the Site, send an email, or call our offices; (b) automatically when you access or interact with the Site through the use of cookies, web beacons, pixels, server logs, and similar tracking technologies; (c) from Third Parties such as service providers that assist with website hosting, analytics, or email delivery; and (d) from public sources or data brokers only to the limited extent necessary to verify information you have provided or to prevent fraud.

The methods of collection include HTML forms, HTTP cookies (both session and persistent), JavaScript, server-side logging, and any other technical means by which information is transmitted from your browser or device to our servers. We may also record telephone conversations for quality assurance and training purposes if you call our offices, and we will notify you at the beginning of such calls where required by law.

SECTION 5 — PURPOSES FOR WHICH PERSONAL INFORMATION IS USED

The Company uses Personal Information for the following Business Purposes and Commercial Purposes, as permitted by applicable law. We do not use Personal Information for purposes that are incompatible with those disclosed in this Policy without providing you with notice and, where required, obtaining your consent.

1. To respond to your inquiries submitted via the contact form regarding customized irrigation systems, parts availability, repair services, or opportunities, including providing quotes, scheduling consultations, and dispatching Valley-certified technicians with over 140 years of combined experience.
2. To process and fulfill requests for irrigation equipment, genuine Valley parts, engines, and related products, including order confirmation, shipping coordination, invoicing, and post-sale support such as warranty service and maintenance planning.
3. To send transactional and promotional communications, updates about new irrigation technologies, seasonal maintenance reminders, financing options, rebates, and service offerings relevant to Southwestern Missouri agricultural operations.
4. To operate, maintain, and improve the Site, including analyzing usage patterns, diagnosing technical problems, optimizing page load times, and enhancing the user experience for visitors seeking information about irrigation solutions.
5. To detect, prevent, and respond to security incidents, fraud, unauthorized access, or other malicious activity, and to enforce our Terms & Conditions and other legal agreements.
6. To comply with legal obligations, including responding to subpoenas, court orders, or other lawful requests from government authorities; maintaining business records as required by tax, employment, or other laws; and exercising or defending legal claims.
7. To conduct internal research, analytics, and business intelligence to better understand customer needs in the irrigation and agricultural sectors, improve our Services, and develop new offerings such as advanced precision irrigation solutions.
8. To personalize your experience on the Site, such as remembering your preferences or providing content relevant to your location in Barton County or surrounding service areas.
9. To facilitate business transfers, such as in the event of a merger, acquisition, corporate reorganization, or sale of assets, where Personal Information may be transferred as part of the transaction subject to appropriate confidentiality and use restrictions.
10. For any other purpose with your consent or as otherwise disclosed at the time of collection.

We do not use automated decision-making or profiling that produces legal or similarly significant effects concerning Consumers. Any automated processing is limited to basic analytics and fraud detection and does not result in adverse decisions about individuals.

SECTION 6 — DISCLOSURE AND SHARING OF PERSONAL INFORMATION

The Company does not sell or share Personal Information for monetary or other valuable consideration in the traditional sense. However, in the ordinary course of business and as permitted by law, we may disclose Personal Information to the following categories of recipients:

Service Providers and Contractors. We disclose Personal Information to trusted third-party service providers that perform functions on our behalf, such as website hosting, email delivery and marketing automation, customer relationship management (CRM), payment processing (if applicable), analytics providers, and IT support. These providers are contractually obligated to use the information only for the purposes specified by us, maintain appropriate security, and not sell or further disclose the information except as necessary to perform their services.

Affiliates and Related Entities. We may share information with our affiliates, subsidiaries, or related business entities for internal administrative purposes and to provide consistent service across our operations.

Legal and Regulatory Authorities. We may disclose Personal Information to government agencies, law enforcement, courts, or other authorities when required by law, subpoena, or court order, or when we believe in good faith that disclosure is necessary to protect our rights, property, or safety, or the rights, property, or safety of others.

Business Transaction Counterparties. In the event of a proposed or completed merger, acquisition, financing, sale of assets, or similar corporate transaction, Personal Information may be disclosed to potential or actual purchasers, investors, lenders, or their advisors, subject to appropriate confidentiality obligations.

Professional Advisors. We may share information with our attorneys, accountants, auditors, and other professional advisors for the purpose of obtaining legal, financial, or accounting advice.

With Your Consent or Direction. We may disclose Personal Information to Third Parties when you have provided explicit consent or direction, such as when you ask us to share your contact information with a financing partner or equipment manufacturer for a specific project.

In the preceding twelve (12) months, the Company has not sold or shared Personal Information for cross-context behavioral advertising. If this practice changes in the future, we will update this Policy and provide the required opt-out mechanisms in advance.

SECTION 7 — RETENTION OF PERSONAL INFORMATION

We retain Personal Information only for as long as reasonably necessary to fulfill the purposes for which it was collected, including to provide the Services, maintain business records, comply with legal, tax, accounting, or regulatory obligations, resolve disputes, and enforce our agreements. Retention periods vary depending on the category of information and the purpose of processing. For example, contact and service records are typically retained for the duration of the customer relationship plus a reasonable period thereafter (often 3–7 years), while website analytics data may be retained for shorter periods. When Personal Information is no longer needed, we securely delete, destroy, or de-identify it in accordance with our data retention practices and applicable law.

SECTION 8 — SECURITY MEASURES

The Company takes reasonable administrative, technical, and physical safeguards designed to protect Personal Information against unauthorized access, use, disclosure, alteration, or destruction. These measures include, as appropriate, access controls, encryption of data in transit where feasible, secure storage practices, and employee training on data protection. However, no method of transmission over the Internet or method of electronic storage is completely secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security. In the event of a data breach that affects your Personal Information and triggers legal notification requirements, we will notify you and relevant authorities as required by applicable law.

SECTION 9 — COOKIES AND SIMILAR TECHNOLOGIES

We use cookies, web beacons, pixels, server logs, and similar technologies to collect information about how you interact with the Site. These technologies help us operate and improve the Site, understand usage patterns, remember preferences, and support security and analytics. Cookies may be session cookies (which expire when you close your browser) or persistent cookies (which remain for a set period or until deleted). You can control or delete cookies through your browser settings. Disabling certain cookies may limit some functionality of the Site. We do not currently respond to Do Not Track (DNT) browser signals. Third-party analytics or service providers we use may also set their own cookies subject to their own privacy policies.

SECTION 10 — YOUR PRIVACY RIGHTS AND CHOICES

Depending on your state of residence and applicable law (including the CCPA/CPRA for California residents), you may have certain rights regarding your Personal Information. These rights may include:

- **Right to Know / Access:** You may request that we disclose the categories and specific pieces of Personal Information we have collected about you, the categories of sources, the business or commercial purposes for collection, and the categories of third parties to whom we disclose it.
- **Right to Delete:** You may request that we delete Personal Information we have collected from you, subject to certain exceptions (e.g., completing a transaction, detecting security incidents, complying with legal obligations, or other permitted purposes).
- **Right to Correct:** You may request that we correct inaccurate Personal Information we maintain about you.
- **Right to Opt-Out of Sale or Sharing:** You may direct us not to sell or share your Personal Information for cross-context behavioral advertising. **Note:** The Company does not sell or share Personal Information as defined under the CCPA/CPRA.
- **Right to Limit Use of Sensitive Personal Information:** Where applicable, you may request that we limit the use and disclosure of Sensitive Personal Information. The Company does not collect Sensitive Personal Information as standard practice.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your privacy rights, including by denying goods or services, charging different prices, or providing a different level of quality.

To exercise any of these rights, please contact us using the methods described in Section 12. We will acknowledge receipt of your request within ten (10) business days and respond substantively within the time periods required by law (generally 45 days for CCPA requests, with a possible 45-day extension when reasonably necessary). We may need to verify your identity before processing certain requests. You may also designate an authorized agent to make a request on your behalf, subject to verification requirements.

If you are not satisfied with our response, you may contact the California Privacy Protection Agency (CPPA) or the Missouri Attorney General's Office, as applicable.

SECTION 11 — ADDITIONAL NOTICE FOR CALIFORNIA RESIDENTS

If you are a resident of the State of California, you have the rights described in Section 10 and the following additional rights and disclosures under the CCPA/CPRA:

Categories of Personal Information Collected in the Preceding 12 Months: As described in Section 3. The Company has collected Identifiers, Customer Records / Personal Information Categories, Commercial Information, Internet or Other Electronic Network Activity Information, Geolocation Data (approximate), and Inferences. We have not collected Biometric Information, Genetic Data, or Education Information.

Categories of Personal Information Sold or Shared: None. The Company does not sell or share Personal Information as defined under the CCPA/CPRA.

Categories of Third Parties to Whom Personal Information is Disclosed: Service Providers (website hosting, analytics, email delivery, CRM), professional advisors, and legal/regulatory authorities as described in Section 6.

We do not use automated decision-making technology in a manner that produces legal or similarly significant effects. We do not knowingly collect or sell the Personal Information of consumers under 16 years of age.

SECTION 12 — CONTACT INFORMATION AND HOW TO EXERCISE RIGHTS

If you have questions, concerns, or complaints about this Policy or our privacy practices, or if you wish to exercise any of your rights under this Policy or applicable law, please contact us using one of the following methods:

Postal Mail:
Compton Irrigation
Attn: Privacy Officer
279 West U.S. 160 Hwy
Lamar, MO 64759

Telephone: 417-682-2525 (Monday – Friday, 8:00 a.m. – 5:00 p.m. Central Time)

Email: sales@comptonirrigation.com (please include "Privacy Request" in the subject line and provide sufficient information for us to verify your identity and process your request)

We will acknowledge receipt of your request within ten (10) business days and respond substantively within the time periods required by law. If you are not satisfied with our response, you may contact the California Privacy Protection Agency (CPPA) or the Missouri Attorney General's Office, as applicable.

SECTION 13 — CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify, amend, or update this Policy at any time in our sole discretion to reflect changes in our practices, legal requirements, or for other operational reasons. When we make material changes, we will provide prominent notice on the Site (e.g., a banner or pop-up) and, where appropriate, notify you by email if you have provided an email address and subscribed to communications or have an active business relationship with us.

The "Last Updated" date at the top of this Policy indicates when it was last revised. Your continued use of the Site or Services after any changes constitutes your acceptance of the revised Policy. We encourage you to review this Policy periodically to stay informed about how we protect your information.

SECTION 14 — GOVERNING LAW, DISPUTE RESOLUTION, AND MISCELLANEOUS

This Policy shall be governed by and construed in accordance with the laws of the State of Missouri, without regard to its conflict of laws principles. Any legal action or proceeding arising under this Policy shall be brought exclusively in the state or federal courts located in Barton County or Jasper County, Missouri, and you hereby consent to the personal jurisdiction and venue therein.

If any provision of this Policy is held to be invalid, illegal, or unenforceable by a court of competent jurisdiction, such provision shall be modified to the minimum extent necessary to make it valid and enforceable, and the remaining provisions shall continue in full force and effect. The failure of the Company to enforce any right or provision of this Policy shall not constitute a waiver of such right or provision.

The Company may assign this Policy and any rights or obligations hereunder without your consent. You may not assign your rights or obligations under this Policy without our prior written consent.

We do not share or sell customer information.

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