



## Farmers Market Metrics Portal Vendor Information

Dear Farmers Market Vendors,

Over the course of the market season, your market manager will be collecting information from you, as a vendor. This information will help show the impact the market has on the community. Being able to account for the flow of money in the market will help show the community, funders, and future vendors the importance of the market. You can find reports from markets that have participated, online at [mifma.org/marketmetrics](http://mifma.org/marketmetrics).

Your market manager will be entering data into an online data collection tool for farmers markets, the Farmers Market Metrics Portal. Market managers will be adding vendor information into the Farmers Market Metrics Portal in the form of a *Vendor Profile*. By completing your market application or vendor survey, you agree to having your market manager create a *Vendor Profile* on your behalf and agree to the *Privacy Policy*. **All information you share will be kept confidential. When the data is used, it will be at the market level. Your individual vendor information will not be recognizable in any public report or communication.** The information will only be available to market managers and network level partners.

At the end of the season, the information collected will be used to show impacts such as: total sales at the market, number of acres farmed by vendors selling at the market, number of people employed by market vendors, number of visitors who attended the market over the season, etc.

We appreciate your time and effort to report this information. The results will benefit you and the farmers markets in which you participate. Thank you for your support! Please contact, Michelle Gagliardi, MIFMA Programs Director, with any questions. I can be reached at [michelle@mifma.org](mailto:michelle@mifma.org) or (517) 432-3381.

A handwritten signature in black ink that reads "Michelle Gagliardi".

Michelle Gagliardi  
MIFMA Programs Director



517-432-3381



480 Wilson Rd., Room 172  
East Lansing, MI 48824



[mifma.org](http://mifma.org)



# 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. **Network Organization:** 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 each Market Operating Organization, 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 time<sup>1</sup>.
2. **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.
3. **Market:** An individual instance of a farmers market. A Market is unique based on its unique location and/or operating hours.
4. **Vendor:** A person or company that sells her/his goods at a farmers market.

## Information the Operating Organization will Collect:

This notice applies to all information collected or submitted on the farmersmarketmetrics.org website, specifically through the Vendor Profile. Vendor Profile information is visible to MIFMA as the Network Organization, all hosting partners<sup>2</sup>, and all Operating Organizations within the Network. Participating markets agree to **not** use vendor profile information for recruitment or solicitation purposes. Therefore, market managers may not use the Metrics Portal to search vendor profiles within the Network and use their contact information to personally reach out in an effort to recruit business to the market. The types of personal information collected in these pages are:

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

<sup>2</sup> The Michigan Farmers Market Association operates as the parent Network for Michigan farmers markets participating in the Metrics Portal. Hosting partners include the Farmers Market Coalition,



- 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 partners<sup>3</sup>.

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

1. Vendor Level Data: This includes vendor registration information and annual profile 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 specific business and/or 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 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 as the host of the portal's creation and development. 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.

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<sup>3</sup> MIFMA 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 technology<sup>4</sup>.

### 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 log in to your account please consult your market manager as they have created your original profile. 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, or the Metrics Portal, please contact Michelle Gagliardi, Programs Director, at the Michigan Farmers Market Association at (517)-432-3381 or send an email to [michelle@mifma.org](mailto:michelle@mifma.org). You can also reach the Farmers Market Coalition at (240) 538-8056 or through email at [metrics@farmersmarketcoalition.org](mailto:metrics@farmersmarketcoalition.org).

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<sup>4</sup> 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](http://info.ssl.com/article.aspx?id=10241))



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