

# UNIFORM-Agri Software and Online Service

## Data and Privacy Statement

This statement describes when, how and for what purposes UNIFORM-Agri BV Oostersingel 23, 9401 JZ ASSEN, the Netherlands (“**UA**”) and its affiliates processes (e.g. collects, generates, holds, uses, reproduces, combines, modifies and discloses) data in connection with each UNIFORM-Agri software and UNIFORM-Agri online service (each such software and service a “**Service**”).

***By activating, installing or using any Service, you and any individual or entity on whose behalf you are acting (each referred to as “You”), consent to the processing of data (including, without limitation, data about You) described in this statement (including, without limitation, transfer of data to and from the European Union) and grant UA and its affiliates (e.g. Dairy Data Warehouse B.V.) a perpetual, royalty free, transferrable, sub-licensable and worldwide licence to process the data as set out in this statement. If any part of the consent is withdrawn, You may not be able to use certain functionality of the Service.***

Note that UA may not be subject to the same data and privacy laws that apply to You (UA is subject to the data and privacy laws of the Netherlands and the European Union) and that UA primarily holds data on computer servers in the European Union (see further below). Also note that UA may transfer data to other parties, as set out in the “Recipient” section below, and that such parties may be located in countries or territories that do not provide the same level of protection of data and privacy as European Union law does.

Unless otherwise specially agreed in writing, You are not entitled to any compensation for any data made available by You or for any consent or right granted by You hereunder.

### CATEGORIES OF DATA

The following categories of data may be collected or generated by UA:

- (a) Public data about You (e.g. company name, registration number and postal address) may be collected and You may be asked to provide data about You and any individual authorised to use the Service on Your behalf (e.g. name, e-mail address, postal address and telephone number).
- (b) Data may be collected or generated concerning payment of applicable licence and/or subscription fees (if applicable).
- (c) Data may be automatically collected or generated concerning the device and software used in connection with the Service (e.g. IP address, device type and operating system) and concerning the use of the Service (e.g. user, access times and, if applicable, licence key).
- (d) Data entered into, generated by or available through the Service (as well as raw data upon which such available data is based) may be automatically available to (e.g. if part of an online service), or automatically or manually (e.g. using functions in the Service) transferred to, UA. This may include data from any software, service, system or product that is managed or monitored by the Service.

The collection of data may be carried out remotely. The collected or generated data may be further processed for the purposes set out below.

Please note that all the above categories of data are not processed in relation to each Service and that the collection of data may be prevented or limited by Your Internet connection and by settings in Your device or in the Service (in which case some functionality of the Service may be lost). You can also review the documentation of the Service or contact UA, as set out in the “Further Information” section below, to get more information.

### PURPOSES OF PROCESSING

The data that is collected or generated by UA in connection with the Service may be further processed to administer and operate the Service and related fees, to detect and prevent unauthorised use of the Service (e.g. validate that the user has a valid licence, if applicable), to monitor and analyse the use of the Service, to optimise the functionality and content of the Service, to further develop the Service, to support/develop UA distributors (e.g. regarding customer relationships and sales), to develop customised offerings, to provide notices to You, to provide products and services to You and, subject to applicable law, to send You information about UA’s products and services. The data may also be processed for market research, product and service development, and provision of products and service to other parties (e.g. as de-identified benchmark figures – see information on disclosure of data under “Recipients” below).

In de-identified form (names of individuals, legal entities, farms, etc. will be removed or replaced), the data that is collected or generated by UA in connection with the Service may be used also for other purposes.

## RECIPIENTS

The data that is collected or generated by UA in connection with the Service may for the purposes set out above be disclosed to and processed by UA's affiliates authorised distributors, subject to the restrictions below concerning Personal Data (as defined below).

UA may, for the purposes set out above, use service providers to process data on UA's behalf (e.g. for data storage), in which case appropriate safeguards will be implemented to keep the data protected.

In de-identified form (names of individuals, legal entities, firms, etc. will be removed or replaced), the data that is collected or generated by UA in connection with the Service may be shared also with other recipients.

## SECURITY

UA (or, as applicable, its service providers) has implemented physical, technical and organisational measures to ensure a level of security appropriate to the risks represented by the processing and the nature of the data that is collected or generated by UA in connection with the Service. Such measures are implemented to: (a) ensure that the data can be accessed only by authorised personnel; (b) ensure that no personnel is authorised to access the data other than those requiring access to such data; (c) ensure that all such authorised personnel are subject to appropriate obligations to keep the data confidential; and (d) protect the data against unauthorised disclosure and access and accidental or unlawful destruction, loss and alteration.

## PERSONAL DATA

It is normally not required to disclose any data about any identified or identifiable individual ("**Personal Data**") in connection with the Service except that basic data about the individuals authorised to use the Service on Your behalf may be needed for the administration or operation of the Service and related fees (failure to disclose such data may prevent use of the Service). To the extent any of the data referred to above in this statement is Personal Data, UA will process the Personal Data only as compatible with the purposes set out above and will keep the Personal Data in a form which permits identification only for as long as necessary for such purposes. The legal basis for processing of the Personal Data is primarily the consent given by the relevant individual. Where the relevant individual has not given consent, or the consent has been withdrawn, the legal basis is that the processing is necessary for legitimate interests (the purposes specified above) which, based on a balance of interests, has been deemed not to be overridden by the individual's interests or fundamental rights and freedoms. Certain processing of Personal Data may also be necessary for compliance with legal obligations.

The Personal Data will not without consent from the relevant individual be disclosed by UA except to UA's affiliates and to You and/or Your UA distributor(s) and to the extent needed for the administration or operation of the Service and related fees or as required under applicable law; also note that service providers may process data on UA's behalf as set out in the "Recipient" section above. Unless otherwise specified in the documentation of the Service, UA primarily holds Personal Data in the European Union, but Personal Data may, for the purposes and with the limitations set out above, be transferred to any location where You access the Service, where any UA affiliate and/or Your distributor is located, and where UA's service providers maintain their operations. Where – in any other case than when requested or approved by You, when necessary for conclusion, performance or support of a contract that is made in Your interest or when necessary for establishment, exercise or defence of legal claims – data will be transferred by UA from the European Union, UA will apply appropriate safeguards to keep the data protected (e.g. "standard contractual clauses" adopted by the EU Commission). The individual to whom the Personal Data relates may contact UA to get information about which service providers that are engaged to process the Personal Data, which countries and territories that Personal Data is transferred to and which safeguards that have been implemented.

Subject to restrictions under applicable law, the individual to whom the Personal Data relates has the right to request information about UA's processing of such Personal Data, to access such Personal Data (in a structured, commonly used and machine-readable format, with the right to forward such data) and to request UA to correct, complete, update, lock or delete any such Personal Data that is inaccurate, incomplete, confusing, outdated or unlawful. Such individual also has the right to object, on legitimate grounds, to processing of data relating to him or her (in particular if entitled to do so under applicable data protection legislation) and to withdraw, with prospective effect only, any consent given by him or her regarding processing of such data. If the individual considers that the processing of Personal Data relating to him or her infringes applicable law, the individual may also lodge a complaint with the relevant supervisory authority.

## FURTHER INFORMATION

Requests for further information concerning the processing of data in connection with the Service can be made by sending a signed and dated written request to UA at the address stated above.

#### **UPDATES OF THIS STATEMENT**

New versions of the Service may be provided in the future. UA will update this statement to describe how and for what purposes UA will process data in relation to such new versions. UA may also update this statement to describe additional scope or purposes of processing of data in connection with the Service.

#### **TRANSLATIONS**

The English language version of this statement is the only binding version, regardless if translations to other languages are made available. If there is any conflict or inconsistency between the English language version and any translation, the English language version shall thus prevail.