

## **PRIVACY POLICY**

### **1. Application**

- 1.1. This Privacy Policy describes how we collect, use and otherwise handle Personal Information provided or made available to us, or collected by us from any individual when visiting and/or using our website (references to “you”, “your” or “Agriota User”) are to users of our website), and explains the circumstances in which we may transfer the Personal Information to others.
- 1.2. “Personal Information” is information relating to any Agriota User, which can be used to personally identify such User (either directly or indirectly).
- 1.3. This Privacy Policy must be read together with any other legal notices and/or Terms And Conditions as available, from time to time, on other pages of this website.

### **2. Collection and Use of Personal Information:**

- 2.1. Collection of Information: The types of information that we may collect from an Agriota User, depends on the use made of our website such as:

- 2.1.1. name;
- 2.1.2. email address;
- 2.1.3. address (business and personal);
- 2.1.4. landline and mobile telephone numbers (business and personal);
- 2.1.5. bank account information;
- 2.1.6. any other information as chosen to be provided to us when filling out the contact form on our website; and/or
- 2.1.7. geographic location (country/territory of residence and/or work).

#### 2.2. Use of Personal Information

##### 2.2.1. Contact Forms

- 2.2.1.1. We may collect Personal Information as set out in clause 2.1(2.1.1) to (2.1.7) above, when you fill out forms on our website. We may use this Personal Information to respond to queries, and/or provide services and/or information as requested by the Agriota User.

##### 2.2.2. Our Business Purposes

- 2.2.2.1. We may also use Personal Information for our business purposes such as:

- 2.2.2.1.1. record keeping, statistical analysis, internal reporting and research purposes;
- 2.2.2.1.2. ensuring network and information security;
- 2.2.2.1.3. notification of changes to our services;
- 2.2.2.1.4. investigation of any complaint submitted by a Agriota User;
- 2.2.2.1.5. provision of evidence in any dispute or anticipated dispute between a Agriota User and ourselves;
- 2.2.2.1.6. customisation of various aspects of our website to improve Agriota User's experience;
- 2.2.2.1.7. host, maintain and otherwise support operation of our website;
- 2.2.2.1.8. detection and prevention of fraud and other criminal offences and risk management purposes;
- 2.2.2.1.9. business and disaster recovery (e.g. to create back-ups);
- 2.2.2.1.10. document retention/storage;
- 2.2.2.1.11. database management;

- 2.2.2.1.12. protection of the rights, property, and/or safety of CropData, its personnel and others; and
- 2.2.2.1.13. ensuring the quality of the services we provide to Agriota Users.
- 2.2.3. In addition, we may use Personal Information for additional specific purposes as communicated at the time of collection on particular pages of our website.
- 2.2.4. If the Agriota User choose not to provide Personal Information as requested by us from time to time, we may not be able to provide with the information and/or services requested or otherwise fulfil the purpose(s) for which we have asked for the Personal Information. Aside from that, any visit on our website will remain unaffected.

### **2.3. Legal Statements:**

- 2.3.1. We rely upon Agriota User's consent to process Personal Information in relation to marketing and events and we may send (where advised so at the time of provision of the Personal Information).
- 2.3.2. Notwithstanding clause 2.3.1 above, we process Personal Information where required to do so as follows:
  - 2.3.3. to comply with our legal and regulatory obligations;
  - 2.3.4. for our legitimate interests in:
    - 2.3.4.1. responding to any Agriota User's queries;
    - 2.3.4.2. providing services and/or information to any Agriota User;
    - 2.3.4.3. our internal business purposes, as set out in section 2 above.
- 2.3.5. We consider the risk to your rights of data protection in connection with personal data that we process on the basis of our legitimate interests is not excessive or overly intrusive. We have also put in place protections for your rights by ensuring proper retention periods and security controls.
- 2.3.6. Any Agriota User can object to processing based on our legitimate interests at any time by contacting us [@cropdata.in/](mailto:@cropdata.in/) See also "Your Rights" section below.

### **2.4. Cookies:**

- 2.4.1. A cookie is a small text file which is placed onto devices when accessing our website. We use cookies and other online tracking devices to make the Agriota User's online experience more efficient and enjoyable.
- 2.4.2. The information we obtain from our use of cookies will not usually contain the Agriota User's personal data. Although we may obtain information about the Agriota User's device such as IP address, browser and/or other internet log information, this will not, usually, identify the Agriota User personally. In certain circumstances, we may collect personal information about the Agriota User but only where it is voluntarily provided (e.g. by completing an online form).
- 2.4.3. In most cases, we will need the Agriota User's consent in order to use cookies. The exception is where the cookie is essential in order for us to provide the Agriota User with a service as requested.
- 2.4.4. If the Agriota User do not want to accept cookies, its browser settings can be changed so that cookies are not accepted. Please be aware that settings are changed, the Agriota User may lose some of the functionality of the website.
- 2.4.5. For further information about cookies and how to disable them please go to: [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **2.5. Information from other sources:**

- 2.5.1. Where permissible under applicable local laws, we may combine information provided by the Agriota User to us with other information that we already hold and which we have collected for a compatible purpose.

### **3. Sharing Information with Third Parties:**

3.1. Some services we provide require the involvement of third parties. We have carefully selected these third parties and taken steps to ensure that the Personal Information is adequately protected.

#### **3.2. Sharing with Service Providers**

3.2.1. When we would like to use Agriota User's Personal Information for a new purpose, we will inform you first.

3.2.2. All of our service providers are bound by written contracts to process personal data provided to them only for the purpose of providing the specific service to us and to maintain appropriate security measures to protect the Personal Information.

#### **3.3. Sharing with other third parties**

3.3.1. We share Personal Information with:

3.3.1.1. our accountants, auditors, lawyers or similar advisers when we ask them to provide us with professional advice;

3.3.1.2. any other third party if we are under a duty to disclose or share Personal Information in order to comply with any legal obligation, or to protect the rights, property and/or safety of CropData, our personnel or others;

3.3.1.3. any other third party for the purposes of acting in accordance with the requirements of a court, regulator or government agency, for example, complying with a search warrant or court order or acting in accordance with an applicable law or regulation;

3.3.2. Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about the Agriota User. We do not control these third-party websites and are not responsible for their privacy statements. When the Agriota User leave our website, we encourage Agriota Users to read the privacy notice of every website they visit.

### **4. Storing Personal Information:**

4.1. It is our policy to retain Personal Information for the length of time required for the specific purpose or purposes for which it was collected. However, we may be obliged to store some Personal Information for a longer time, taking into account factors including:

4.1.1. legal obligation(s) under applicable law to retain data for a certain period of time;

4.1.2. Statute of limitations under applicable law(s);

4.1.3. (potential) disputes; and

4.1.4. guidelines issued by relevant data protection authorities.

4.2. Whilst we continue to process Personal Information, we will ensure that it is treated in accordance with this Privacy Policy. Otherwise, we securely erase Personal Information once no longer needed.

4.3. Agriota User can find out how long we store Personal Information for a particular purpose by contacting us at [cropdata.in](mailto:cropdata.in)

### **5. Security:**

5.1. We employ appropriate security measures to help protect Personal Information and guard against access by unauthorised persons. Information storage is on secure computers in a locked and certified information centre and information is encrypted wherever possible.

5.2. We undergo periodic reviews of our security policies and procedures to ensure that our systems are secure and protected. However, as the transmission of

information via the Internet is not completely secure we cannot guarantee the security of Personal Information transmitted to our website.

6. **Confidentiality:**

- 6.1. We acknowledge that the Personal Information provided may be confidential.
- 6.2. We do not sell, rent, distribute or otherwise make Personal Information commercially available to any third party, except that we may share information with our service providers for the purposes set out in this privacy policy.
- 6.3. We will maintain the confidentiality of and protect Personal Information in accordance with our privacy policy and all applicable laws.

7. **Your Rights:**

- 7.1. The following section explains the Agriota User's rights. The various rights are not absolute and each is subject to certain exceptions or qualifications. We will grant a request only to the extent that it follows, from our assessment and at our sole discretion, that we are allowed and required to do so under data protection laws.
- 7.2. Nothing in this privacy policy is intended to provide any Agriota User with rights beyond or in addition to the rights as a data subject provided under applicable data protection laws.
- 7.3. Any Agriota User has the right to request access to the Personal Information that we may process. If a Agriota User wishes to exercise this right, the following procedure should be followed:
  - 7.3.1. Send a request in writing to [cropdata.in](mailto:cropdata.in),
  - 7.3.2. include proof of identity and address (e.g. a copy of driving licence or passport, and a recent utility or credit card bill); and
  - 7.3.3. specify the Personal Information wished to be accessed.
- 7.4. Any Agriota User have the right to request us to correct any inaccuracies in their Personal Information free of charge. If any Agriota User wish to exercise this right, they should:
  - 7.4.1. Send a request in writing to [cropdata.in](mailto:cropdata.in);
  - 7.4.2. provide us with enough information to identify the Agriota User (for example, name, with proof of identity and address (e.g. a copy of your driving licence or passport, and a recent utility or credit card bill); and
  - 7.4.3. specify the information that is incorrect and what it should be replaced with.
  - 7.4.4. Any Agriota User also has the right to ask us to stop processing Personal Information for direct marketing purposes. If any Agriota User wish to exercise this right, they should:
    - 7.4.4.1. Send a request in writing to [cropdata.in](mailto:cropdata.in) with subject title specifying 'Unsubscribe';
    - 7.4.4.2. provide us with enough information to identify the Agriota User (for example, name, with proof of identity and address (e.g. a copy of your driving licence or passport, and a recent utility or credit card bill); and
    - 7.4.4.3. if the objection is not against direct marketing in general, but against direct marketing provided by a particular channel (e.g. email or SMS), please specify which channel is being objected to.
  - 7.4.5. It is important that the Personal Information we hold about any Agriota User is accurate and current. Please keep us informed if your Personal Information changes during your relationship with us.