

FarmDeals Privacy Policy

This privacy policy applies only to the FarmDeals platform as located at our website www.farmdeals.ag and our app (the "Platform"). If you do not accept this privacy policy, you must not use the Platform.

Who We Are

We are FarmDeals (*'we' or 'us' or 'our'*) and we are committed to protecting and respecting your privacy. We gather and process your personal information in accordance with this privacy notice (the "Privacy Policy") and in compliance with the relevant data protection Regulation and law (GDPR May 2018). This notice provides you with the necessary information regarding your rights and obligations, and explains how, why and when we collect and process your Personal Information on our Platform.

The FarmDeals registered office is at **xxx**. FarmDeals are a company registered with the Information Commissioner's Office (ICO) under number **xxx**. To contact FarmDeals about matters related to Data Protection, please write to **xxx**.

The FarmDeals platform is operated by FutureFarm Limited. FutureFarm hold and process your information on behalf of FarmDeals and are bound by and party to these terms. Any reference to 'we' 'us' or 'our' includes FutureFarm. The FutureFarm registered office is at Centrum, Norwich Research Park, Norwich, England, NR4 7UG. FutureFarm are a company registered with the Information Commissioner's Office (ICO) under number ZA545026. To contact FutureFarm about matters related to Data Protection, please write to dataprotection@futurefarm.ag.

Information That We Collect

We process your data (the "Personal Information") to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary Personal Information from you and do not process your information in any way, other than already specified in this notice. We will never provide your Personal Information to a third party for marketing purposes.

The Personal Information that we collect may include:

- Name
- Date of Birth
- Home Address
- Personal Email
- Business Email
- Registration IDs related to farming, for example SBI number
- The names and addresses of any food business or farms you may own or operate
- A profile and description of these businesses or farms
- Home Telephone Number
- Work Telephone Number
- Mobile Telephone Number

- Skype or similar communication service addresses
- Financial Information
- Cropping / Livestock Information

We collect information when you do any of this on our Platform: -

- Register
- Edit or add information about yourself after registration.
- Register your interest or bid for a product or service
- Place an order for products or services
- Put products for sale on our marketplace
- Place a review of a transaction or of another user
- Contact us online, by SMS, by email or over the phone
- Visit or browse in accordance with our cookie policy
- Respond to an online ad on our Careers Page

When we will share your Personal Information (*Legal Basis for Processing*)

We will share your Personal Information with the following third parties for the reasons stated below:

When you buy or sell products and services on our Platform (the “Transaction”) we will pass your information to the party you are buying from or selling to. The amount and type of information we will provide is strictly limited to facilitate the Transaction and will include (but is not limited to) address and contact data, product information, price, quantity and payment information. We may pass address and contact information prior to a Transaction when obtaining a quotation on your behalf in order for the supplier to provide an accurate delivery charge quotation or to enable the supplier to contact you directly to discuss the quotation.

We also reserve the right to disclose or share your Personal Information in order to comply with any legal requirements, enforce the terms and conditions in our contract, or any other agreement we enter into with you, or to protect the rights, property, or safety of our business and other platform users. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

The types of third parties may include but is not limited to Insurance Services, Food Safety Certification Organisations, Credit Referencing Services, Banking Services, Financial and Legal Services.

Where we store your data

All of the Personal Information that you provide to us is stored on Google Cloud Platform servers, located in mainland UK. We use our best endeavours to ensure that your data is held securely and in accordance with this Privacy Policy.

Your Rights

We will never sell your data and we will never disclose or share your data without your consent, unless required to do so by law. We only retain your data for as long as is necessary and for the purposes specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw consent at any time. You can do this online on our Platform.

You have the right to access any personal information that we process about you and to request information about:

- What Personal Information we hold about you
- Transaction information we hold about you
- The purposes of the processing
- The recipients to whom the Personal Information has/will be disclosed
- How long we intend to store your Personal Information for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request deletion of your Personal Information or to restrict processing in accordance with data protection laws, as well as to opt out of any direct marketing from us.

If we receive a request from you to exercise any of the above rights, we will ask you to verify your identity before acting on the relevant request; this is to ensure that your data is protected and kept secure.

Your obligations

You must keep the Personal Information of other Platform users safe.

You must not contact Platform users directly in order to market products and services directly to them, if you have been introduced to these users via the Platform.

Safeguarding Measures

We take your privacy seriously and we take every reasonable measure and precaution to protect and secure your Personal Information. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, including regular cyber security reviews as part of our wider IT Governance Policy. Our security measures include firewalls, anti-virus software, encryption of data in transit, password protection and role-based access.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to us, however, as this information is required for us to provide you with our services, we will not be able to offer some or all of our services without it.

Active Users

To be classed as an Active User, you must access our platform at least once a year. We define access as visiting our website or mobile app while being logged in with your user credentials. If you do not log in at least once a year you will be classed an Inactive User.

Automatic Deletion of Inactive Users

We only retain personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. Should you become an Inactive User we will keep your information for a further 3 years, after which time it will be destroyed and your account deactivated.

Promotions & Offers

Occasionally, we would like to contact you with details of specific products, offers, services, competitions, newsletters, promotions that we provide. If you consent to us using your contact details for these purposes, you have the right to modify or withdraw your consent at any time on our Platform.

Use of Cookies

In addition to personal information you provide, we may also collect information about you automatically when you visit the Platform or access content in our electronic communications with you.

The collection of information may involve the use of cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. Cookies help us improve our Platform and deliver a more personalised service. It is possible to switch off cookies by setting your browser preferences.

Lodging A Complaint

We only process your personal information in compliance with this Privacy Policy and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your Personal Information or are unsatisfied with how we have handled your information please contact us via email **xxx**, alternatively you have the right to lodge a complaint with the supervisory authority.

Information Commissioners Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

0303 1231113 (local rate)
01625 545745 (national rate)
www.ico.org.uk

Review of this policy

We keep this policy under regular review. This policy was last updated on 10/11/2020.