



## Agrigate Privacy Policy

Last updated on 29 November 2017

**We are committed to maintaining your privacy.**

Agrigate Solutions (**Company, we, us, our**) operates the Website. The Website allows farmers to access Agrigate, an online platform through which farmers can:

- access key information about their farming business in one place;
- identify areas where they can benchmark their performance on a scale that they have not been able to in the past;
- make smarter and faster decisions to maximise their on-farm performance, productivity and profitability; and
- manage their environment information (e.g. nutrient management).

We collect certain information about you through your use of the Website. This Privacy Policy sets out what information we gather, how we use it, and how you can correct or change it.

Capitalised terms used but not defined in this Privacy Policy have the meaning given to them in the **Terms of Use**.

For the avoidance of doubt, nothing in this Privacy Policy amends, varies or in any way affects any other privacy policies, including privacy policies of companies or organisations (third parties) with whom you have shared personal information or other data. Compliance with privacy laws and company policies that relate to that third party is the sole responsibility of that third party.

This Privacy Policy is generally consistent with the privacy policies Fonterra and Livestock Improvement Corporation Limited (LIC) in that we are all committed to maintaining your privacy and complying with the Privacy Act 1993.

### **1. Information We Collect**

1.1 In order to provide you with certain services through the Website, we may gather various types of information about you, including:

- (a) personal information such as, your name, address, phone number(s), and email address;
- (b) debit card/credit card information and billing information for the purposes of processing payments;
- (c) location information determined by way of various technologies, some of which may be made available through third party licensors;
- (d) personal information, provided to us by you through any other method (including without limitation correspondence and discussions);
- (e) information about how dashboards are mapped;
- (f) information collected by us through click tracking in relation to your use of the Website, including the content you upload and the content you access;
- (g) aggregate data and technical information automatically generated by our systems (including cookies), which track traffic to the Website, which includes, but is not limited to, the IP address used to connect your computer to the Internet, operating systems and platforms, pages you viewed or searched for, page response times, download errors, length of visits on certain pages, page interaction information, and any other such technical information relating to your use of the Website.

- (h) aggregate data provided by third parties (including but not limited to business partners) where Agrigate has legitimate access to that data by way of consent from the relevant third party.

If you do not provide us with the information required, you may not be able to access and/or use all or parts of the Website.

## **2. How Your Information is Used**

- 2.1 Your personal information will be used by us for Agrigate's business purposes including (without limit):
  - (a) to provide the Website and related services to you;
  - (b) to contact you in relation to your use of the Website;
  - (c) to process payments as expressly authorised by you;
  - (d) to send you periodic emails that you have subscribed to through your nominated email address;
  - (e) unless you select otherwise, to send you emails or otherwise alert you using the social media platforms that you have agreed to receive such alerts on to various opportunities or offers available on the Website;
  - (f) to track and manage your activity on the Website;
  - (g) for analytical purposes, for example providing benchmarks or predictive tools;
  - (h) verification of your identity;
  - (i) to monitor, develop, and improve the Website, and ensure it is presented in the most effective manner for users;
  - (j) to keep the Website, and the services made available on the Website, relevant and of interest to users;
  - (k) to investigate any complaints relating to the misuse of the Website;
  - (l) responding to any queries and/or comments you have sent to us; and
  - (m) for other purposes relating to the dairy industry.
- 2.2 You agree that we (or any of our related companies) may:
  - (a) use your personal information and give that information to third parties, including, without limitation, those you nominate, for the purposes set out above; and
  - (b) use your personal information to make enquiries about you to third parties for any of the purposes set out above. You also agree to those third parties providing information about you to the Company.
- 2.3 These authorisations are for the benefit of us and our related companies and are enforceable by our related companies under the Contract and Commercial Law Act 2017, Part 2, Subpart 1 (and its successive legislation).
- 2.4 You will have the option to choose not to receive certain types of email communications from us.

## **3. Disclosure of Information**

- 3.1 We may disclose your personal information to our related companies and third party suppliers or business partners for any of the purposes set out in clause 2 above.
- 3.2 We may also share personal information with other companies, organisations or individuals in the following limited circumstances:
  - (a) as authorised by you;
  - (b) as explained in the relevant portion of the Website or within any agreement between us;
  - (c) to process payments that you have expressly authorised;
  - (d) in our absolute discretion, where we are required to disclose such information to satisfy any applicable law, regulation, legal process or government request; or
  - (e) to the relevant authorities, any internet search provider that you use to access the Website, and/or the applicable intellectual property rights holders (or their representatives) if we consider you are infringing the intellectual property rights of any person.

#### **4. Cookies and Tracking**

- 4.1 In order for us to ensure that we are providing the best possible experience on the Website, we collect and track certain user information. When you visit the Website, our server may send a cookie to your computer. This cookie would be intended to store a limited amount of information about your site visit. The cookie tracks aggregate information on how our site is being used, including session counts, navigation patterns, and pages visited (**Aggregate Data**). These cookies do not store any personal information as you browse the site. If you submit a question, we store your cookie identification in our system. This cookie allows our site to recognise you when you return.
- 4.2 We may sell, disclose or otherwise use Aggregate Data gathered on the Website to third parties for general marketing and demographic purposes. This data, when shared on an aggregated basis, does not include any of your personal information.

#### **5. Links**

- 5.1 The Website may contain links to other websites, applications or resources that are owned and operated by third parties that are not affiliated with us. This Privacy Policy applies only to the Website and does not govern activities on linked websites. You acknowledge that we have no control over the content of those websites, applications and resources provided by third parties, and accept no responsibility for any loss or damage that may arise from your use of them.

#### **6. Security**

- 6.1 We use secure technology to protect your data and transmissions between you and the Company. However, while we take reasonable and appropriate measures to ensure that your personal information is delivered and disclosed only as set out above, no data transmission over the Internet can be guaranteed to be completely secure. The Company cannot ensure or warrant the security of any information you transmit or receive through the Website. These activities are conducted at your own risk.

#### **7. Changes to Privacy Policy**

- 7.1 We reserve the right to change, alter or modify this Privacy Policy at any time and will update you of this by updating the "last updated" notice on this page. If after we have done this you continue to use the Website, then you agree to be bound by the amended Privacy Policy. You should check from time to time to see if this Privacy Policy has changed.

#### **8. Holding, Correcting and Updating**

- 8.1 Any personal information that you provide to us will be collected and held by us at Agrigate GP Limited, 109 Fanshawe Street, Auckland 1010, New Zealand. Under the Privacy Act 1993 you have rights of access, correction and updating of personal information that we hold.
- 8.2 Although we take reasonable steps to ensure that all data we use is accurate, we depend on our users to update or correct their personal information whenever necessary. We allow users to correct or change their personal information online at any time and as often as necessary. You may also contact us to have your personal information deleted.
- 8.3 We may alter, modify or delete any information you submit to the Website if we believe, in our sole discretion, it is necessary or desirable to do so.
- 8.4 If you have any questions about how our services work or regarding this Privacy Policy, contact us by phoning 0800 Agrigate or sending an email to [info@agrigate.co.nz](mailto:info@agrigate.co.nz).
- 8.5 For information about New Zealand's Privacy Act 1993 and how it protects your personal information, please visit [www.privacy.org.nz](http://www.privacy.org.nz).