



# *MyJohnDeere™ Privacy Notice*

Territory Scope: European Union and non-EU countries in European Economic Area (EEA)

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Language: English

This policy describes how John Deere and its affiliates' processes and uses your data. References in this policy to **John Deere, we** or **us** shall mean John Deere GmbH & Co. KG, Intelligent Solutions Group, Straßburger Allee 3, 67657 Kaiserslautern, Germany.

We would like to emphasize that we take the protection of your privacy and your personal data very serious and that we process your data in accordance with applicable data protection laws. We would like to explain to you below in more detail which personal data we collect in connection with your MyJohnDeere™ access and how we use related data.

## 1 What data do we collect?

We collect and process data about you when you interact with us and our products, while using the MyJohnDeere™ access. MyJohnDeere™ processes data generated by the use of, collected by, or stored in machinery and equipment as well as data entered through any other system interfaces.

### 1.1 Production Data

Production Data is information about the work you do with your equipment and the land where you do that work. For example:

- field task details
- area worked
- route travelled
- crop harvested and yield data
- agronomic inputs applied

You can see and manage your Production Data in the John Deere Operations Center and mobile apps.

### 1.2 Machine Data

Machine Data is information that indicates machine health, efficiency, and function.

Machine Data comprises:

- machine health indicators, settings and readings
- machine hours or life
- machine location
- diagnostic codes
- software and firmware versions
- machine attachments, implements or headers

You can see the Machine Data available in the John Deere Operations Center, JDLink™ Web and mobile apps.

### 1.3 Administrative Data

Administrative Data is information that helps us support your account and activities in our system.

For example:

- your data sharing permissions
- users linked to your account
- machines, devices, and licenses linked to your account
- number of acres and size of files
- information about how you use your account

You can see and manage Administrative Data in the John Deere Operations Center and mobile apps.

You can use the above listed data in the tools and features of MyJohnDeere™ like described in "MyJohnDeere™ Privacy Notice", Annex A (Feature Description) which can be found on [deere.com/agreements](https://www.deere.com/agreements).

John Deere strives to provide you with the best possible experience. For improving our products and the usability we are using analytics technologies by 3<sup>rd</sup> parties. The information collected doesn't allow us to identify you but helps analyzing crashes, bugs and relevant information to improve and enhance the quality of our products and services. The IP address from your access provider is being scrambled in the last digit group which only allows an approximate localization of the access but not any exact identification of

your location and person. You have the possibility to disable this tracking and analytics functionality via the Cookie Statement settings provided on the [deere.com](https://www.deere.com) website. The Cookie Statement explains further technologies in more detail which might be used in this regard.

## 2 For what purposes and on what legal basis do we use your data?

We process this personal data for the following purposes:

- As required to establish and fulfill a contract with you, as defined in the MyJohnDeere™ Terms and Conditions and the Feature Description in Annex A. Customer acknowledges that John Deere may access and use the data in anonymized and aggregated form for statistical purposes as well as to improve or enhance the services provided under this contract, develop additional or new John Deere products and services, and/or identify new usage types of equipment.
- Compliance with applicable laws and protection of John Deere's legitimate business interests and legal rights, including, but not limited to, use in connection with legal claims, compliance, regulatory, investigative purposes (including disclosure of such information in connection with legal process or litigation).
- John Deere may disclose the data to outside parties when we have a good faith belief that disclosure is reasonably necessary to (a) comply with any applicable law, regulation or compulsory legal request (e.g. from government authorities and/or law enforcement officials); (b) protect the safety of any person from death or serious bodily injury; (c) prevent fraud or abuse against us or our users; (d) to protect our property rights; or (e) defend Deere and its affiliates or personnel from any legal proceedings arising out of the data.

## 3 Who will we share your data with?

We share your information with the following recipients:

- Third parties at your direction. You may share and disclose data in the John Deere Operations Center and other connected portals and apps. By setting permissions for your account, you control other parties' access and visibility into your data. Please note that when you share your information with someone other than John Deere, the recipient may decide to copy, use, modify, or distribute it to others, and John Deere has no control over, or responsibility for, any such activities.
- John Deere Dealers. John Deere Dealers may access Machine Data so that they can support you. To remove dealer access to Machine Data from machines in your account you must do both of the following: remove Service ADVISOR™ Remote access for each machine from the Terminal Settings tab in the Operations Center and remove access to machine notifications and advisors from the Partner Access tab in Operations Center.
- John Deere affiliates. We share your information with our parent company Deere & Company and its wholly-owned subsidiaries as necessary to provide you with the Site services and to enable your use of the Site features and for the other purposes described in this notice. Information is shared to provide joint content and services (e.g., registration, transactions); improve products and services; to detect, investigate and prevent improper or unauthorized activities; identify, protect, detect, respond and recover from security events and incidents; to comply with laws and regulations (e.g., laws and regulations of countries where Affiliates of John Deere operate); and establish, exercise, and defend legal rights. See for more detailed information at [deere.com/agreements](https://www.deere.com/agreements) and select your country to see the enterprise privacy statement applicable to that country.
- Trusted suppliers. We share your information with trusted suppliers as necessary to provide you with the Site services and to enable your use of the Site features. Depending on how you use the Site and the Site features and on the preferences you set, these suppliers include companies that provide the following technology and computing services, including internet and software services: data hosting, data conversion, and cloud computing capabilities, account management and security, testing, debugging, error reporting, and usage analytics, as well as mobile telecommunication providers to provide SMS messaging. If you use our JDLINK™

service, we also engage suppliers of mobile telecommunication services that may include cellular, satellite, and other wireless communication services.

- Official disclosures. We may disclose your data to comply with court orders and legal or regulatory requirements; to prevent injury, death, losses, fraud or abuse; to protect John Deere's rights or to defend John Deere in legal proceedings (or John Deere affiliates); and where needed in connection with the sale or transfer of business assets.

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

#### **4 Where will we send your data?**

Where information is transferred outside the EEA, and where this is to a John Deere affiliate or vendor in a country that is not subject to an adequacy decision by the EU Commission (a list of such countries is available [here](#)), data is adequately protected by John Deere's use of EU Commission approved [standard contractual clauses](#) according to Art. 46 (2) GDPR when setting up such relationships with affiliates or vendors. A copy of the relevant protection mechanism can be provided to you on request via John Deere's Data Subject Rights Request Form which can be found on [deere.com/agreements](#). The adequate level of data protection is ensured by relying on the hosting provider's Privacy Shield certification according to Art. 42 GDPR which is accessible [here](#) or the service provider's binding corporate rules. Transfers to affiliates of John Deere will take place using adequate measures, such as binding corporate rules, standard contractual clauses adopted by the European Commission to protect Personal Data, other valid transfer mechanism(s), or on the basis of permissible statutory derogations.

#### **5 What rights do you have in relation to your data?**

You have the right to ask us:

- for access to and a copy of your personal data that we hold on you (Art. 15 GDPR)
- for a copy of the personal information you provided to us and to provide it to you or send to a third party in a commonly used, machine readable format (Art. 20 GDPR)
- to update or correct your personal data in order to make it accurate (Art. 16 GDPR)
- to delete your personal data from our records in certain circumstances Art. 17 GDPR)
- to restrict the processing of your personal data in certain circumstances (Art. 18 GDPR)

And you may also:

- object to us processing your personal data in certain circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct marketing - Art. 21 GDPR)

These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data. In some instances, this may mean that we are able to retain data even if you withdraw your consent.

Where we require personal data to comply with legal or contractual obligations, then provision of such data is mandatory: if such data is not provided, then we will not be able to manage our contractual relationship, or to meet obligations placed on us. In all other cases, provision of requested personal data is optional.

If you wish to receive further information on your Data Subject Rights please visit our enterprise privacy statement on [deere.com/agreements](#). If you want to exercise your rights regarding your personal data, please use the Data Subject Rights Request Form which can be found on [deere.com/agreements](#).

In the event you have unresolved concerns, you also have the right to lodge a complaint complain with a supervisory authority, in particular the data protection authority in the Member State of your habitual residence or place of work.

## **6 Which John Deere entity is my data controller?**

The data controller for your information is John Deere GmbH & Co. KG, Intelligent Solutions Group, Straßburger Allee 3, 67657 Kaiserslautern, Germany.

In addition to the above, your data is shared with Deere & Company in the US (Illinois).

## **7 How long will you retain my data?**

We store the data for the duration of the contractual period and to the extent permitted, after the end of that relationship for as long as necessary to perform the purposes set out in this notice. Laws may require John Deere to hold certain information for specific periods. In other cases, John Deere may retain data for an appropriate period after any relationship with you ends to protect itself from legal claims, or to administer its business.

## **8 How do you protect my data?**

We have implemented and will maintain standards and procedures designed to prevent misuse of information in your account:

- We maintain physical computer and network security.
- We educate our employees about the importance of data security and customer service through standard operating procedures and special training programs.
- We maintain security standards and procedures to help prevent unauthorized access to information about you, and we update and test our technology to improve the protection of your information.