

# ADAMA Privacy Policy

This privacy policy ("**Privacy Policy**") becomes effective on 1<sup>st</sup> April 2014. We may update this Privacy Policy from time to time. We encourage you to review our Privacy Policy periodically. Updates apply as of the date of their publication on the Site (as defined in the [Terms of Use](#)).

## **Purpose of this Privacy Policy**

We are committed to protecting your privacy and ensuring that your personal information is protected. The purpose of this Privacy Policy is to explain what we do with personally identifiable information that you provide to us ("**Personal Information**"), such as your name, mailing or email address. In this Privacy Policy, "**we**" or "**us**" refers to **ADAMA Agricultural Solutions Limited** (ADAMA) and its subsidiaries and affiliates (ADAMA Group).

## **Third Party Websites**

This Privacy Policy applies to Personal Information in relation to your use of our Site. It does not apply to information collected by third party websites, platforms and applications that you may access through links on the Site. Such third party third party websites, platforms and applications may have their own privacy policies.

## **How We Collect and Use Personal Information**

The Site automatically logs information from the browser used to access the Site, for example your IP address, the pages that are visited from that address, and the website from where you visit the Site, if your computer is set to allow that type of collection. We use such information to evaluate interest in our Site and to perform other market research activities, such as surveying browsing habits on our Site. We do not use such information to identify the user who is accessing the Site.

Most of our services do not require registration. However, some of the services available through the Site may require registration. You may be asked to supply your name, location and information about your business or occupation or to provide an e-mail address. You may also be asked to submit questions or comments to us, or to provide additional information through surveys or contests. Providing such information is entirely voluntary. If you do provide such information, we may use it to contact you and to inform you of changes to our services or our Site. We may also use such information to enhance the usability of the Site and to ensure it is relevant and meets your needs.

We may also ask you to provide consent to certain data uses if we need to use your personal data for purposes not covered by this Privacy Policy. You are not obliged to provide such consent, but if you prefer not to, participation in certain activities may be restricted. If users choose to opt out of such different uses, we will continue to be able to use Personal Information in accordance with the Privacy Policy under which the information was collected. If you do provide additional consent, the terms of that consent will prevail in case of conflict with this Privacy Policy.

Moreover, we may use Personal Information if deemed necessary to protect us from a security risk, and we may share such information with law enforcement authorities if appropriate.

## **How We May Share Personal Information**

We may share Personal Information about visitors to our Site among the companies of our global group, including in countries without adequate data protection, for purposes related to the business of those companies. We may also share Personal Information about website visitors with third parties when you consent to disclosure, to comply with law, court orders, or legal process; to enforce or apply our agreements or protect us and our rights, by operation of law, when such Personal Information is transferred as a part of sale of assets.

We will provide aggregated data about products and services purchased, visitor interests, demographics and other information collected from our Site to trade partners, advertisers and other interested parties so that they can learn what products and services are most popular to our customers. Aggregated data will be in anonymous group statistical form and not associated with any individual person.

We may obtain services from outside parties (for example from hosting providers) in various countries, some of which may not be considered to be countries with an adequate level of data protection, to assist us in operating the Site and in processing the information described in this Privacy Policy.

Except for these uses, we consider Personal Information collected through your visit of the Site as confidential, and treat it as such. Generally, we retain such Personal Information on file for no more than one year.

## **Updating and Accessing Personal Information**

You are welcome to update Personal Information provided to us, such as informing us of a new mailing or email address. This will help us continue to provide information to you that best meets your needs. We comply with your right to update your Personal Information in our records. However, no changes to Personal Information will be permitted where the change would result in incorrect information or would alter a transaction with us already completed. You also have a right to request access to your Personal Information. All requests to update or access Personal Information will be subject to verification of your identity.

## **Cookies, Local Storage, Internet Tags**

We use what is known as browser cookies to simplify the use of the Site and obtain information that can help us to improve the information and services made available through the Site. Cookies are small text files that your browser stores on your computer. We use cookies to make the Site to use and to better tailor the Site and our products to your interests and needs. Cookies may also be used to help speed up your future activities and experience on the Site. We also use cookies to compile anonymous, aggregated statistics that allow us to understand how people use our Site and to help us improve their structure and content. You can change your browser settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings.

There are other technologies that can be used for similar purposes, such as HTML5 local storage and local shared objects (LSOs). We may use such technologies for authenticating you, for keeping track of information you have provided to us, and for storing your preferences or information about your visit to a web page. If you prefer not to use such

technologies, you may configure your browser not to accept it or to notify and require approval. Some parts of our Site may not function properly if such technologies are turned off.

Also, we may use what is known as "internet tags" (also called "web beacons", "action tags", "single-pixel GIFs", "clear GIFs", "invisible GIFs, and "1-by-1 GIFs). If you would like more information about web tags associated with online advertising or how to opt-out of third-party collection of information, please visit the [Network Advertising Initiative](#) website, an independent website.

## **Social Plugins**

### **Facebook**

Our Site uses social plugins of the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("**Facebook**"). These plugins can be recognized by the Facebook logo or the words "Facebook Social Plugin". When you call up a page of the Site with such a plugin, your browser will set up a direct connection with Facebook's servers, and the content of the plugin will be transferred to your browser, which will incorporate it into the Site. We have no influence on the scope or content of the data which is collected by Facebook using these plugins. Through the integration of the plugin, Facebook receives the information that you have called up the corresponding page of our Site. If you are logged into your user account at Facebook while you visit our Site, Facebook can assign the visit to this account. When you interact with plugins, for example by using the "like" button or leaving a comment, information about this is transferred directly to Facebook and stored there. If you want to suppress such data transfer, you must log out from your Facebook account before you visit our Site. For the purpose and extent of the data collection and the further processing and usage of the data by Facebook as well as your related rights and setting possibilities to protect your privacy, please refer to Facebook's privacy statement.

### **Google+**

Our Site uses the "+1" plugin of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("**Google**"). This plugin can be recognized by the "+1" logo. When you call up a page on our Site with such a plugin, your browser will set up a direct connection with Google's servers, and the content of the plugin will be transferred to your browser, which will incorporate it into the Site. We have no influence on the scope or content of the data which is collected by Google using this plugin. According to information from Google, no personal data is collected without the plugin being clicked on. If you are logged into your personal user account at Google+ or Google while you visit our Site, Google can assign the visit to this account. When you interact with plugins, for example by clicking the "+1" button or leaving a comment, information about this is transferred directly to Google and stored there.

Furthermore, we cannot rule out that other Google services which are integrated into our Site link data with your Google profile. If you want to suppress such data transfer, you must log out from your Google+ or Google account before you visit our Site. Google users can find details on the purpose and scope of data collection and on further processing and use of the data by Google, as well as on their associated rights and setting options to protect their private sphere, in the data privacy information about the "+1" plugin at <http://www.google.com/intl/de/+policy/+1button.html> and in the FAQ,s which can be called at <http://www.google.com/intl/de/+1/button/>.

## **LinkedIn**

We use a plug-in provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("**LinkedIn**"). This plug-in can be recognized by the LinkedIn logo in the "share" button. When you call up a page on our Site with such a button, your browser will set up a direct connection with LinkedIn's servers, and LinkedIn receives the information that you and your IP address have accessed this Site. If you are logged into your LinkedIn account when you click on the LinkedIn "share" button, LinkedIn can assign the visit to this account. We have no influence on the scope or content of the data which is collected by LinkedIn using this plugin. For information on the purpose and extent of data collection, the further processing and use of such data by LinkedIn, as well as your rights in this regard and your setting options for the protection of your privacy, please refer to LinkedIn's privacy policy.

## **Twitter**

This Site uses Twitter buttons, which is offered by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("**Twitter**"). This plugin can be recognized by the Twitter logo or the words "twitter" or "tweet". Among other things, Twitter buttons enable a text or page from this Site to be shared on Twitter. When you call up a page on our Site with such a button, your browser will set up a direct connection with Twitter's servers, and the content of the button will be transferred to your browser, which will incorporate it into the Site. We have no influence on the scope or content of the data which is collected by Twitter using these buttons. According to information provided by Twitter, log data such as your IP address, the site accessed previously etc., is then transferred to Twitter. Further information on this is available in the Twitter data privacy statement at <http://twitter.com/privacy>.

## **Google Analytics**

We use Google Analytics, a web analytics service provided by Google, Inc. ("**Google**"). Google Analytics uses cookies (see above) to help us analyze how users use the site. The information generated by the cookie about your use of the Site through the integration of the plugin, Google receives the information that you have called up the corresponding page of our Site. The information generated by the cookie about your use of the Site will be transmitted to and stored by Google on servers in the United States. However, your IP address will be truncated before it is passed on to Google in the USA ("P masking"). The entire IP address will be first transferred to a Google server in the USA and truncated there only in exceptional cases. Google will use this information on our behalf for the purpose of evaluating your use of the Site, compiling reports on Site activity for us and providing to us other services relating to Site activity and internet usage. You may refuse the use of cookies (see above). You can also opt out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics opt-out browser add-on for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>

## **Data Security; Transfer through the Internet**

We use appropriate technical and organizational safeguards to protect Personal Information from loss, misuse or alteration. However, it is impossible to guarantee absolute security of Personal Information. Also, you should keep in mind that data transmitted through an open network such as the internet or an email service can be accessed openly. We cannot guarantee the confidentiality of messages or materials sent through such open networks. When you share Personal Information through an open network, you should be aware that

third parties may access this information and collect and use it for their purposes. Even where the sender and the recipient are in the same country, data may be routed through other countries including such that do not have an adequate level of protection. Please use other means of communication where you consider this appropriate for security concerns. The transmission of all data from or to the Site occurs at your own risk, and we do not provide any warranties, express or implied, and will not have any liability in relation to such transmission.

### **Protection of Minors**

We do not knowingly collect, process or disclose personal information from minors under the age of 13, without obtaining prior consent from parents or a person with parental responsibility.

### **Local Laws and Regulation**

This Privacy Policy is intended to be in compliance with the applicable privacy laws and regulations of each country from which Personal Information is collected. To the extent the laws of a country prohibit us from using and sharing Personal Information in a way described in this Privacy Policy, the Privacy Policy and our practices shall be deemed modified to be consistent with such local laws.

### **Contact Information**

If you have any questions about this Privacy Policy, please [contact us](#).