

As part of our continued efforts to better serve our customers and build the ADAMA brand we would like to explain how we collect, store and use your personal data.

Collection of Personal Data: ADAMA may collect and store your personal data (such as your name, e-mail address and other contact details, age range, personal comments, recommendations and experiences) and any additional information you provide to us and gathered as part of our product sales and support services. This may include information collected directly or indirectly from you in response to marketing initiatives or from your subscriptions to on-line or off-line services and activities offered by ADAMA.

Use of Personal Data: ADAMA uses this data to provide customers with customised sales and back office services, to improve the products and the portfolio we offer, to improve our order processing, supply times and complaints management, to improve our advisory and sales support services in the field and to provide you with marketing information about products and services by e-mail and SMS/phone.

You have the right to access your personal data, request rectification, erasure or deletion of personal data and to object to certain processing subject to local law. Please contact abbie.bieny@adama.com.

To object to the use of your personal data for these purposes click “unsubscribe marketing”

For further details of our Privacy Policy and our Code of Conduct see <http://www.adama.com/uk/en/legal/>

This information is provided by Adama Agricultural Solutions UK Ltd. Unit 15 Thatcham Business Village, Colthrop Way, Thatcham, Berkshire, RG19 4LW.