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## ADAMA Privacy Policy

This privacy policy ("**Privacy Policy**") is effective since 24<sup>th</sup> September 2021. We may update this Privacy Policy from time to time, but we will not reduce your rights. Updates apply as of the effective date, as indicated on the Site.

### Purpose of this Privacy Policy

We are committed to protecting your privacy and ensuring that your personal information is protected. We comply with the privacy laws relevant to our business, including the Australian Privacy Principles (**APPs**) as contained in the Australian *Privacy Act 1988* (Cth), and the New Zealand Information Privacy Principles (**IPPs**) as contained in the New Zealand *Privacy Act 2020* (**Privacy legislation**). The Privacy legislation details how personal information may be collected, used, disclosed, stored and destroyed.

The purpose of this Privacy Policy is to explain what we do with personal information that you provide to us or that we collect about you ("**Personal Information**"). Personal Information is information or an opinion about an identified individual or about an individual who is reasonably identifiable. It commonly includes information such as your name, mailing or email address.

This website is operated by ADAMA Australia Pty Ltd, of Level 1, Building B, 207 Pacific Highway, St Leonards NSW 2065, Australia ("**ADAMA**").

Some of our related entities may also operate public websites, and in this Privacy Policy, any reference to "**Site**" means this website and the websites of our related entities and "**we**", "**our**" or "**us**" refers to **ADAMA** and its related entities ("**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 websites, platforms and applications may have their own privacy policies.

### What, How and Why We Collect and Use Personal Information

We collect Personal Information from your activity on the Site. The Site automatically logs and we process 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

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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, and we will therefore process your contact details, such as name, location and information about your business, occupation or an e-mail address. You may also be offered 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, if it is necessary for the abovementioned purposes. We may also use such information to enhance the usability of the Site and to ensure it is relevant and meets your needs.

If we do not collect, hold, use or disclose your Personal Information, or if you do not consent, then we may not be able to answer your enquiry, complete the transaction you have entered into, or provide the goods or services that you or your organisation have contracted us to provide.

We also collect, hold, use and disclose your Personal Information for related purposes that you would reasonably expect, such as providing you with information about other goods or services offered by us, marketing and promotions, market research, newsletter communications, statistical collation, and website traffic analysis.

Where we use your Personal Information for marketing and promotional communications, you can opt out at any time by notifying us. Opt out procedures are also included in our marketing communications.

We may also ask you to provide consent to certain data uses if we need to use your Personal Information 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. Such restriction will only apply if Personal Information collected with your consent are necessary for performance of a contract with you, under which we provide such activities.

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.

Contact form	If you fill out and submit a contact form, we will process your Personal Information to respond to your queries, comments, or requests for information. We may also use the Personal Information collected through the contact form to enter into business relationship with you or the organisation you represent. We may retain your queries for a certain time for internal administrative purposes, or in order to improve our services or products.
Your correspondence with ADAMA	If you correspond with us by email, the postal service, or other form of communication, we may retain such correspondence and the information contained in it and

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	<p>use it to respond to your inquiry, to notify you of our events or products or to keep a record of your complaint.</p>
Business relationships with our contractors	<p>In the course of our business, we collect Personal Information that is necessary for the performance of contracts with our contractors, suppliers and other parties. If you decide to enter into a business relationship with ADAMA, we need to collect, hold, use and disclose your Personal Information in order to conclude and perform the contract.</p>
If you represent other person or entity	<p>If you represent other natural person (e.g. farmer) or legal person (e.g. distributor of our products) we collect your Personal Information for contact purposes and to perform contract with the entity you represent. If you are a sales representative of one of the distributors of our products we collect your Personal Information in order to execute new orders for our products, provide you with information on our new products, or on the application of our products in the fields, news about crops and weather conditions, information on the economy. We do it to improve your professional knowledge and sales skills. If we did not receive Personal Information from you, we obtained it from the entity you represent.</p>
Newsletter and marketing communication	<p>If you subscribed to one of our newsletters such as: blog updates, product updates, technical updates, industry updates we collect, hold, use and disclose your Personal information for direct marketing purposes, including profiling. We may inform you of our new products, events, discounts on our products, field information, weather conditions and more.</p> <p>If you provided us with more detailed information such as types of crops, size of your field, country or region of your field or information on your preferences we may send you news tailored to your needs or preferences, based on profiling.</p>
Business events	<p>We collect, hold, use and disclose Personal Information of participants who are interested in our offer and decide to provide us with their contact details during various events organized by ADAMA, as well as those in which ADAMA participates. These include company events, business meetings, trade shows, conferences, presentations of our products and others.</p> <p>During the abovementioned events you can also subscribe to our newsletter.</p>

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Website users	<p>We use cookies to help us enhance your experience when using our website. In some cases, cookies can be considered as personal data. We may collect cookies that are essential for the website user experience, as well as cookies used for functional, statistical or marketing purposes. For more information please below.</p>
Recruitment	<p>ADAMA may collect, hold, use and disclose Personal Information for recruitment purposes. In connection with a job application or inquiry. ADAMA may collect the Personal Information in your resume or other recruitment documentation you provide to us or via recruitment agencies. The scope of Personal Information we collect, hold, use and disclose depends on the information you provide in your application. If you agree, we may use your Personal Information also for future recruitment processes.</p>
My ADAMA	<p>My ADAMA is an online service for ADAMA clients (i.e. farmers, agronomists and other professionals) Through My ADAMA we inform registered users about <i>weather conditions in your region, crop protection information, market insight, ADAMA events or public events and our products and services.</i></p> <p>In the account opening process, we collect your Personal Information: email, first name, surname, country/region, city and profession. Providing this data is voluntary, however necessary to sign up for My ADAMA.</p> <p>We will process your Personal Information also for security and analytical purposes to understand how users use and interact with My ADAMA. This will also help us to improve My ADAMA service.</p> <p><b>Tailored news</b> If you provide additional information in the registration process such as types of crops and size of land we may recommend our products, services and plant cultivation tips that best suit your needs. Providing additional data is optional.</p> <p><b>ADAMA newsletter</b> During registration you may sign up for an ADAMA newsletter to receive updates on our products. Please see section: e) Newsletter and marketing communication. You</p>

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	<p>may unsubscribe from ADAMA newsletter at any time by changing your preferences in <a href="#">Account Settings</a>.</p> <p><b>Creating My ADAMA account</b> If you choose to sign up for My ADAMA with your email we will send you a link to confirm your account. After clicking a link you will be able to complete registration.</p> <p>ADAMA allows you to create a My ADAMA account and log in to use My ADAMA through your account on third-party platforms such as Google, Twitter, LinkedIn, YouTube and Facebook.</p> <p>If you decide to register through or otherwise grant us access to your account on a third-party platform, we may collect Personal Information that is already associated with your account on that platform, such as your name, email address, activities or your contact list associated with that account.</p> <p>You may also have the option of sharing additional information with ADAMA through your third-party social media service's account. If you choose to provide such Personal Information, during registration or otherwise, you are giving ADAMA permission to use, share, and store it in a manner consistent with this Privacy Policy.</p>
Electronic signature	<p>This section is for our contractors or potential contractors, business partners and investors who are requested to sign with us contracts and/or other documents electronically (e.g. through DocuSign and/or other tools).</p> <p>Your Personal Information collected while electronically signing a document is processed for the purposes of business execution, in particular for the conclusion and execution of agreements between ADAMA and contractors or potential contractors, business partners and investors, to comply with legal or regulatory requirements, litigation and defense of claims and for the prevention, detection and investigation of fraud.</p> <p>When using DocuSign or other electronic signature tools we may collect your Personal Information such as: name, job title, IP address, signature.</p> <p>We may share your data with our contractors, potential contractors, business partners, investors and other companies within ADAMA Group. We may also share your data with service providers (such as DocuSign and cloud service providers).</p>

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

We may share Personal Information about visitors to our Site among the companies of our global ADAMA 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 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 share your Personal Information with our customers as well as our service providers who perform services on our behalf for the purposes described above. In particular, we share Personal Information with providers of marketing services, hosting services and IT support. The service providers are bound by law and/or contract to protect the confidentiality and security of Personal Information, and to only use Personal Information to provide requested services to us in accordance with applicable law.

We share your Personal Information with other companies, vendors and business partners which perform certain functions for us, whereby these companies are themselves responsible to determine the purposes and/or means of the processing and for the lawfulness of the processing, in particular, such as banks, financial institutes and credit card companies.

### **International Transfers of Personal Information**

Given that ADAMA Group companies are located and provide services all over the world, we may need to transfer your Personal Information internationally. However, we will only do so where:

- it is necessary to complete a transaction you have entered into, and you have provided consent; or
- we believe on reasonable grounds that the overseas recipient is required to deal with your Personal Information by enforceable laws which are similar to the requirements under relevant Privacy legislation; or
- it is otherwise permitted by law.

Our affiliates are located in the European Economic Area, and in other countries including Israel and Switzerland.

### **How Long Do We Keep Your Personal Information?**

Your Personal Information is held and stored on paper, by electronic means, or both. We have physical, electronic and procedural safeguards in place for Personal

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Information and take reasonable steps to ensure that your Personal Information is protected from misuse, interference, loss, unauthorised access, modification and disclosure.

We keep your Personal Information that we obtain about you through this Site for as long as is reasonably necessary for the purpose(s) for which they were collected. In certain cases, Personal Information may be kept for an extended period of time in order to comply with legal obligations, or for the establishment, exercise or defense of a legal claim, in accordance with applicable laws.

We use secure methods to destroy or permanently de-identify your Personal Information when it is no longer needed.

#### **Access and correction**

We have procedures in place for dealing with and responding to requests for access to, and correction of, the Personal Information held about you.

In most cases, we expect that we will be able to comply with your request. However, if we do not agree to provide you access or to correct the information as requested, we will give you written reasons why. For further information, please contact us. To assist us to keep our records up to date, please notify us of any changes to your Personal Information.

#### **Right to lodge a complaint**

We have procedures in place for dealing with complaints and concerns about our Privacy practices. We will respond to your complaint in accordance with the relevant provisions of the Privacy legislation. For further information, please contact us at [info.AU@adama.com](mailto:info.AU@adama.com).

#### **Cookies and web beacons**

We may use cookies on our Site from time to time. Cookies are text files placed in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do allow third parties, such as Google and Facebook, to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our Site with Personal Information, this information may be linked to the data stored in the cookie.

We may use web beacons on our Site from time to time. Web beacons (also known as Clear GIFs) are small pieces of code placed on a web page to monitor the visitor's behavior and collect data about the visitor's viewing of a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page.

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### **Social Plugins**

Our Site includes social plugins, such as Facebook, Twitter, LinkedIn, You Tube and Google ("Social Plugins") which you can use to recommend content on our webpages to your friends and family.

Further information on Social Plugins and the scope and purpose of the data processing by their providers, can be found in the privacy policy of the social media provider.

Please see Facebook privacy policy: <https://www.facebook.com/about/privacy/>

Please see LinkedIn privacy policy: <https://www.linkedin.com/legal/privacy-policy>

Please see Twitter privacy policy: <http://twitter.com/privacy>

Please see Google privacy policy: <https://policies.google.com/privacy>

### **Facebook**

If you visited Facebook and visit our Site, the browser sends information to Facebook. The data transferred to Facebook may include information such as your user ID, the website you are visiting, date, time, and other browser-related information. Facebook records some of this information and may use it to improve its products and services and for advertising purposes. 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 <https://www.facebook.com/about/privacy>.

We may also use a Facebook Pixel on our website. With its help, we can keep track of what users do after they see or click on a Facebook advertisement. This enables us to monitor the effectiveness of Facebook ads for purposes of statistics and market research. Data collected in this way is anonymous to us, which means we cannot see the personal data of individual users. However, this data is saved and processed by Facebook. Facebook can connect this data with your Facebook account and use it for its own advertising purposes, in accordance with Facebook's Data Policy which can be found at <https://www.facebook.com/about/privacy/>.

### **LinkedIn**

We use a plug-in provided by LinkedIn ("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

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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 at <https://www.linkedin.com/legal/privacy-policy>.

### Twitter

This Site uses Twitter buttons, ("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+

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 FAQs which can be called at <http://www.google.com/intl/de/+1/button/>.

### Google Analytics

We use Google Analytics, a web analytics service provided by Google. ("Google"). Google Analytics uses cookies 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

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to and stored by Google. You may refuse the use of cookies opting 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>

### **You Tube**

The Site uses You Tube (**You Tube**). This plugin can be recognised by the You Tube logo and the button linking to our You Tube channel. You Tube will also handle your personal information for its own purposes in accordance with its own privacy policy. For further information on the purpose and extent of collection of information by YouTube, refer to their data privacy statement. It also contains information on your rights and setting options to protect your privacy: <https://policies.google.com/privacy?hl=en-GB>

### **Other Information**

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

We are committed to keeping your Personal Information safe. However, it is impossible to guarantee absolute security of Personal Information. If you have any concerns that your MY ADAMA account or Personal Information has been put at risk, for example if someone has used your account, please get in touch immediately.

#### **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 or would like to exercise your rights, please contact our Privacy Officer at [info.AU@adama.com](mailto:info.AU@adama.com) or:

Address: ADAMA Australia Pty Ltd  
Level 1, Building B, 207 Pacific Highway, St Leonards NSW 2065 Australia

Phone No: (02) 9431 7800

Date: 24<sup>th</sup> September 2021

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