

ADAMA Cookie Policy

This Cookie Policy describes how ADAMA uses cookies. This Cookie Policy only applies with respect to websites, mobile sites, or mobile applications operated by ADAMA New Zealand Ltd, of Level 1, 93 Bolt Road, Tahunanui, Nelson, 7011, New Zealand (“**ADAMA**” also referred to as “**we**,” “**our**” or “**us**”) to which a direct hyperlink to this Cookie Policy is posted (“**Site**” or “**Sites**”).

1. What are Cookies?

Cookies are small files that the Site saves on your computer or mobile device (such as your mobile phone, laptop or tablet) when you visit the Site. Cookies are sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie to develop a record of the user’s online activity. They are widely used in order to make Sites work, or work more efficiently, as well as to provide information to the owners of the Site.

Cookies help us enhance your experience when using our Site. They also help us understand how visitors use our Site, such as which pages are most popular, so that we can better serve our site users.

These are the different types of cookies we may use on our Site:

- 1.1. **Essential cookies** are required for the operation of our Site (for example, provide application security, manage individual sessions on the Site and others). These cookies enable you to move around the Site and use its features. Disabling these cookies would impede the Site’s performance and we would not be able to provide you with the features and services offered through the Site.
- 1.2. **Analytics cookies (including performance and advertising cookies)** allow us to analyse your activities on our Site in order to improve and adapt the way our Site works. For example, we may use these types of cookies to determine language preferences during your time on the Site, acceptance of terms and conditions, last country site visited, if the user is currently in a country with viewing restrictions and track number of views of certain content placed on the Site. Some cookies record your online activities, including your visits to our Site, and your movement on the Site. This information allows us to make our Site more relevant to you by displaying appropriate content, deliver advertisements and/or other communications to you that are tailored to you.

2. Types of Data Held

The types of data held by our cookies include last country site location and acceptance of terms and conditions. Cookies, by themselves, do not tell us your email address or other personally identifiable information.

3. How Do We Use Cookies?

We use cookies for the below purposes:

Essential Cookies:

- Provide application security
- Manage individual sessions on the Site

1. Essential Cookies.	These cookies are essential for enabling user movement around our Site and providing access to features such as online subscription forms, online questionnaire forms, member-only resources, and other secure areas of the website. These cookies do not gather information for marketing purposes and do not remember or track you on other websites. This category of cookies cannot be disabled. Strictly necessary cookies do not require your consent.			
Service	Name	Purpose	Expiry	Source / Third party
Usercentrics Consent Management Platform	Usercentrics	Compliance with legal obligations	3 Years	Usercentrics GmbH

Analytics Cookies (including performance and analytics cookies):

- Track acceptance of the Terms and Conditions of Use
- Understand traffic patterns to help speed up activities
- Compile statistics that allow us to understand how visitors use our Site and help us improve its structure and content
- Enhance your experience on the Site
- Track number of views of certain content placed on the Site

2. Statistics and performance.	Statistic cookies help us to understand how visitors interact with our Site by collecting and reporting information. These cookies collect information on which pages you visited and which links you clicked on. Their sole purpose is to improve website functions. This includes cookies from third-party analytics services as long as the cookies are for the exclusive use of ADAMA.			
Service	Name	Purpose	Expiry	Source / Third party
Google Tag Manager	_gtm	Tag management	14 days	Google LLC
Google Analytics	_ga	This cookie is a Google Analytics persistent cookie which is used to distinguish unique users and generate statistical information about their use of the website.	2 years	Google LLC
Google Analytics	_gid	This cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	24 hours	Google LLC
Google Analytics	_gat_UA-*	This cookie is used to throttle the request rate.	Session	Google LLC

3. Marketing.	Marketing cookies are used to show you ads that are more relevant to you both within and beyond the Site. They are also used to limit the number of times you see an advertisement and to help measure the effectiveness of advertising campaigns.			
Service	Name	Purpose	Expiry	Source / Third party
Google Maps	NID	This cookie stores information about user settings and information for Google Maps.	6 months	Google LLC
YouTube Video	PREF	This cookie stores your preferences and other information, in particular preferred language, how many search results you wish to be shown on your page, and whether or not you wish to	10 years	Google LLC

		have Google's SafeSearch filter turned on.		
YouTube Video	VISITOR_INF O1_LIVE	This cookie measures your bandwidth to determine whether you get the new player interface or the old.	6 months	Google LLC
YouTube Video	use_hitbox	This cookie increments the 'views' counter on the YouTube video.	Session	Google LLC
YouTube Video	YSC	This is set on pages with embedded YouTube video.	Session	Google LLC
Facebook Social Plugins	_fbp	This cookie is set by Facebook to display ads to users who have previously visited our site.	90 days	Facebook Inc
Twitter	_twitter_sess	Remember your logged in Twitter session	session	Twitter, Inc.

4. When Do Cookies Expire?

Some cookies operate from the time you visit the Site to the end of that particular web-browsing session. These cookies expire and are afterwards automatically deleted when you close your Internet browser window and are therefore called “*session*” cookies. We use session cookies for a variety of purposes, such as to provide application security, manage individual sessions on the Site, to determine if the user is located in a country with content restrictions and to determine language preferences during your time on the Site.

Some cookies will stay on your device between browsing sessions — they do not expire when you close your browser. These cookies are called “*persistent*”. The length of time a persistent cookie stays on your device may vary. We use persistent cookies for a variety of purposes, such as to track acceptance of the Terms and Conditions of Use and last country site visited.

5. Who Sets the Cookies?

Cookies may be placed on your device by us as the Site operator. These cookies are called “*first party*” cookies. Certain cookies may be placed on your device by a third party, such as social media platforms and Site content providers. These cookies are called “*third party*” cookies. For example, a third party such as Facebook may place a cookie to track last Facebook pages visited and user registration effectiveness.

6. How Can You Block, Delete or Otherwise Manage Cookies?

You can change your cookie preferences at any time by clicking on the UserCentric Cookie Consent Management platform. You can adjust the available sliders to ‘On’ or ‘Off’, then click ‘save and close’.

Alternatively, most web browsers allow some control of the cookies through the browser settings. You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our Site.

Please note that your Internet browser allows you to change your cookie settings, including deleting and blocking them. These settings are usually found in the “*Options*” or “*Preferences*” sections of the “*Settings*” menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise, you should use the “*Help*” option in your internet browser for more details. These websites provide information on how to adjust the cookies settings on some popular browsers:

- [Apple Safari](#)
- [Google Chrome](#)
- [Microsoft Edge](#)
- [Microsoft Internet Explorer](#)
- [Mozilla Firefox](#)
- [Opera](#)

You can easily accept or reject cookies on this Site by choosing one of the “Allow” or “Deny” buttons, in the cookie consent pop-up banner when you enter our Site.

Please note that if you choose to opt out, you will not necessarily see fewer ads. However, the ads you see may be less relevant to your interests. You can also opt out of the use of cookies to tailor content or advertising to you by visiting. 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.

7. 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 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 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 recognized 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>

8. Privacy at ADAMA Group

For information about privacy on our Site or through Cookies, please see our [Privacy Policy](#) online.

9. How to Contact Us

If you have any questions, comments, or requests regarding our use of cookies, please direct your request to:

Address: ADAMA New Zealand Ltd
Level 1, 93 Bolt Road, Tahunanui, Nelson, 7011, New Zealand

E-mail address: info.AU@adama.com

Effective Date: 1st of November 2021