

PRIVACY NOTICE

ADAMA (or “we” or “us”) will use the personal data you provide to us or to our sales representatives to provide marketing communication.

We collect name and contact details, decade of birth, size of farm, cropping information, qualification BASIS, problem resolution (complaints) history, feedback on events, your marketing preferences and interests and your interaction with us (e.g., whether you open an e-mail or click on a link), social media accounts.

Purposes and Legal Basis of the Data Processing

We will use your personal data for our legitimate interests (Art. 6(1)f of the General Data Protection Regulation (“GDPR”)) to get your feedback on our events, improve our products and our advisory and customer support services in the field, tailor our communications to your interests and to build the ADAMA brand as well as, with your consent (Art. 6(1) a of the GDPR), for direct marketing purposes.

Sharing of your Personal Data

For the above purposes, we may share your personal data with ADAMA affiliates, some of which may be located outside the country where you are located (for a list of ADAMA affiliates, including addresses see here <https://www.adama.com>).

Some of the affiliates are located outside the EU in Israel and Switzerland, which have both been officially recognized as providing an adequate level of protection for personal data.

Retention of your Personal Data:

We will retain your personal data for a period of 2 years.

Your Rights in relation to your Personal Data

You have the right to access your personal data and obtain a copy of the data we hold about you, to request rectification or erasure of your personal data. You have a right to object to our processing of your personal data for direct marketing purposes and to object to and request restriction of the processing in certain other instances. You can also request to receive your personal data, which you have provided to us, in a structured, commonly used and machine-readable format (data portability). Where we ask you for your consent, you can refuse to give consent and withdraw it any time. To exercise your rights or if you have any question(s) about this notice, **please contact** privacy.officer@adama.com.

If you are unhappy with the way we handle your personal data, please let us know first and we will try to sort it out. You can also lodge a complaint with the EU data protection authority, in particular in the country where you reside, where you work or of the alleged infringement of the GDPR.

For Adama’s general privacy policy and our code of conduct see <https://www.adama.com>. This information notice is provided by **ADAMA Agricultural Solutions UK Ltd, Third Floor East 1410 Arlington Business Park, Theale, RG7 4SA and its affiliates who are responsible for the processing of your personal data** as described in this Notice.

CONSENT MARKETING

PLEASE READ THIS INFORMATION AND IF YOU WISH TO CONTINUE TO RECEIVE MARKETING COMMUNICATIONS FROM ADAMA TICK THE CONSENT BOX

I consent to **Adama Agricultural Solutions UK Ltd (ADAMA)** using my personal data to personalise its marketing communications to me as explained below.

I understand I can withdraw my consent at any time by contacting Unsubscribe.Adama.UK@adama.com.

You consent to ADAMA processing your personal data for marketing purposes and would like to receive the following from us:

- newsletters
- updates about ADAMA products and services
- information about our events
- seasonal updates and crop management advice

We process your contact details and the marketing preferences you provide to us to receive electronic marketing communications for our legitimate interest to promote our products, services and events and provide you with offers, tailored to your interests.

We tailor our marketing communications to your preferences, so that you receive information that is relevant to you by combing your personal data with other information that we have gathered about you as part of our product sales and support services or in response to marketing initiatives (e.g., whether you opened an e-mail from us or clicked on a link) or from your subscriptions to on-line or off-line services and activities offered by ADAMA.

Please note that you are free to refuse to give consent and you can withdraw your consent or object to our processing of your personal data for direct marketing purposes at any time by contacting us at Unsubscribe.Adama.UK@adama.com.