



eSusFarm® GDPR Privacy Policy

This privacy policy will explain how eSusFarm® uses the information we collect, why we collect it, and how you can update, manage, export, and delete your information.

We build a range of services that help millions of people daily to explore and interact with the world in new ways. Our services include:

- Digitised records
- Market Linkages
- Finance Assessments
- Advisory services
- Tractor hire
- Equipment sharing
- Labour hire
- Ploughing schedule
- Soil sampling
- Fertilisation schedule
- Drones / satellite coverage
- KYC services
- Insurance Assessments
- Farmer Identification

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

What data do we collect?

eSusFarm® collects the following data:



- Personal identification information (Name, email address, phone number, etc.)
- Agronomic information
- Transactional information

How do we collect your data?

You directly provide eSusFarm® with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- Upload information about your farming activity through USSD

eSusFarm® may also receive your data indirectly from the following sources:

- IP address
- GPS
- Sensor data from your device or equipment or drones / satellite
- Information about things near your device, such as Wi-Fi access points, cell towers, and Bluetooth-enabled devices

How will we use your data?

eSusFarm® collects your data so that we can:

- Process your order and manage your account.
- Email you with special offers on other products and services we think you might like.
- Improve your productivity, market access and credit access
- Link buyers and sellers on their behalf
- Link institutions with farmers on their behalf
- Provide our products, which includes updating, securing, and troubleshooting, as well as providing support. It also includes sharing data, when it is required to provide the service or carry out the transactions you request
- Improve and develop our products.
- Personalize our products and make recommendations.
- Advertise and market to you, which includes sending promotional communications, targeting advertising, and presenting you with relevant offers.



In carrying out these purposes, we combine data we collect from different contexts (for example, from your use of two eSusFarm® products) or obtain from third parties to give you a more seamless, consistent, and personalized experience, to make informed business decisions, and for other legitimate purposes.

Our processing of personal data for these purposes includes both automated and manual (human) methods of processing. Our automated methods often are related to and supported by our manual methods. For example, our automated methods include artificial intelligence (AI), which we think of as a set of technologies that enable computers to perceive, learn, reason, and assist in decision-making to solve problems in ways that are similar to what people do. To build, train, and improve the accuracy of our automated methods of processing (including AI), we manually review some of the predictions and inferences produced by the automated methods against the underlying data from which the predictions and inferences were made.

If you agree, eSusFarm® will share your data with our partner companies so that they may offer you their products and services.

- Banks
- Insurance companies
- Input providers
- Buyers of produce
- Government
- Development agencies
- Tractor/Transport companies
- Drones/Satellite/IOT companies
- Mobile payment solutions

When ESusFarm® processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

How do we store your data?

eSusFarm® securely stores your data in the cloud using Microsoft cloud services.

ESusFarm® will keep your different types of data generated from your activity for an indefinite time until such a time a user requests to deactivate their account.

Marketing

ESusFarm® would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies.



- Banks
- Insurance companies
- Input providers
- Buyers of produce
- Government
- Development agencies
- Tractor/Transport companies
- Drones/Satellite/IOT companies
- Mobile payment solutions

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop eSusFarm® from contacting you for marketing purposes or giving your data to other members of the eSusFarm® Network.

If you no longer wish to be contacted for marketing purposes, please contact privacy@esusfarm.africa

What are your data protection rights?

eSusFarm® would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request eSusFarm® for copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that eSusFarm® correct any information you believe is inaccurate. You also have the right to request eSusFarm® to complete the information you believe is incomplete.

The right to erasure – You have the right to request that eSusFarm® erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that eSusFarm® restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to eSusFarm®'s processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that eSusFarm® transfer the data that we have collected to another organization, or directly to you, under certain conditions. We may charge you a small fee for this service.



If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

Write to us: privacy@esusfarm.africa

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit www.allaboutcookies.org

How do we use cookies?

eSusFarm® uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website
- Store information about interaction with the website

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** – eSusFarm® uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – eSusFarm® uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. eSusFarm® sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.



Privacy policies of other websites

The eSusFarm® website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

eSusFarm® keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 11 November 2020.

How to contact us

If you have any questions about eSusFarm®'s privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: privacy@esusfarm.africa

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that ESusFarm® has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office in your country.