

## **SKOV Privacy Policy / Data Protection Notice, Status as of 19 May 2022**

Digital services ("Service/Services") are provided by SKOV A/S, Hedelund 4, 7870 Roslev, Denmark (We" or "Us") as controller within the meaning of the applicable data protection laws.

When using our digital services, we collect and process personal data about the User ("You" or the "User"). Since the protection of your personal data when using the Service is important to Us, We want to provide you with the following information on your personal data. We will collect data when You use the Service, and We will handle such data in accordance with applicable data protection laws, including the EU General Data Protection Regulation (GDPR). The Data Protection Notice applies to the use of the Service in whichever form, i.e., through a website, an app, or other online services.

The User can access the Data Protection Notice anytime by selecting the "Privacy policy" section within our different Services.

### **1. Purposes and Legal Bases for Processing**

We collect certain information when a User uses our services. The categories of personal data, the purposes for which it is collected, and the legal bases for the processing are specified below.

#### **1.1 Automatically Collected Information**

When a user uses the Service, We automatically collect and store specific data. It includes the technical and connection-related data assigned to the user device, e.g., IP address and MAC address, which We require to transmit the contents retrieved by the User or to be presented by Us to the User (including, e.g., texts, images, product information, and files provided for downloading), requests contents, access status / http status code, transferred data volume, the website from which the request is made, browser, operating system and its interface, language and version of the browser software, and the request date and time.

We use the information to:

- (1) provide you with the service and the related functions;
- (2) improve the functions and performance features of the Service;
- (3) and to prevent and eliminate abuse and malfunctions (incl. troubleshooting).

The data is processed and used based on the statutory provisions according to which the data processing activities are justified in that:

- (1) processing is required to fulfill the Agreement on the use of the Service (e.g., Art. 6 para. 1 b) GDPR);
- (2) or we have an overriding legitimate interest in ensuring the functionality and fault-free operation of the Service and in being able to offer the Service tailored to the User (Art. 6 para. 1 f) GDPR).

We reserve the right to use and evaluate the data collected using the Service, e.g., Production Data, for additional purposes, e.g., to improve products, enhance the service, develop new features and functions, and optimize the user interfaces. If such information is personal data, it is anonymized per the applicable data protection laws before being further used and evaluated.

## **2. Use of Anonymous Data**

We reserve the right to use and evaluate the data collected using the Service, e.g., Production Data, for additional purposes, e.g., to improve products, enhance the service, develop new features and functions, and optimize the user interfaces. If such information is personal data, it is anonymized per the applicable data protection laws before being further used and evaluated.

## **3. Analytics and Cookies**

When the User uses our Service and, where legally required, if the User has consented, We place so-called 'cookies' on your device to offer you a larger range of functions and to organize the use of the Service in a convenient and needs-based manner. Cookies are small files assigned to the browser used by the User and stored on the User's hard drive and provide the party placing the cookie, i.e., Us, with certain information.

We use the following types of cookies:

### **3.1 Mandatory Cookies - the ones Enabling the Functions and Performances Requested by the User from the Service**

We use cookies to document the User's approval of the use of cookies. We store this cookie for one year.

### **3.2 Functional Cookies - the ones Remembering User Settings to Organize the Service in a More User-Friendly Manner**

We use cookies to remember the graphical interface settings.

### **3.3 Performance / Analytics Cookies - the ones Collecting Pseudonymous Information on the Websites Visited by the User**

Within several of our Services, we use Google Analytics, a web analytics service that Google Inc. (Google) provides. As a rule, the information generated by the cookies about the use of this Service will be transferred to a server of Google in the United States and stored there. Within our Service, however, the so-called IP anonymization is enabled so that Google will first shorten the User's IP address within the Member States of the European Union or in other countries that are parties to the Agreement on the European Economic Area. The full IP address will be transmitted to a server of Google in the United States and will be shortened there only in exceptional cases. Google will use this information on our behalf to analyze the User's use of the Service to compile reports about the Website activities and to provide Us with additional services related to the use of the Website and the use of the Internet. The IP address transmitted by the browser within the framework of Google Analytics will not be amalgamated with any other data of Google.

More detailed information on how Google uses the user data and on Google Analytics is available in the Terms and Conditions of Use [\[https://www.google.com/analytics/terms/gb.html\]](https://www.google.com/analytics/terms/gb.html), the Privacy Policy [\[http://www.google.de/intl/en-GB/policies/privacy/\]](http://www.google.de/intl/en-GB/policies/privacy/) or in these Google instructions [\[https://www.google.com/intl/en-GB/policies/privacy/partners/\]](https://www.google.com/intl/en-GB/policies/privacy/partners/).

As far as this data is to be regarded as personal data, the processing of the data is carried out based on legal provisions which authorize the data processing because we have an overriding legitimate interest in a demand-oriented design as well as the statistical evaluation of our Services (e.g., Art. 6 para. 1(f) GDPR, Sec. 15 para. 3 TMG), or based on a provided consent (e.g., by clicking accept on our cookie banner).

Most Internet browsers allow the User to block or prevent storing cookies. The User may configure the browser settings accordingly and block the acceptance of cookies, e.g., by following the instructions for the browser used by the User, retrievable at <http://www.allaboutcookies.org/>, or using any other technical tool to this end, if possible. However, we would like to draw the User's attention to the fact that the User might probably no longer be able to use all functions of this Website in such a case.

In addition, the User can prevent the registration of the data created by the cookie and related to the use of our Service (incl. the User's IP address) to Google as well as the processing of such data by Google by downloading and installing the browser plug-in available at the following link [\[https://tools.google.com/dlpage/gaoptout?hl=en-GB\]](https://tools.google.com/dlpage/gaoptout?hl=en-GB).

#### **4. Recipients of Data**

Besides the cases explicitly specified in this Data Protection Notice, the User's personal data is disclosed to the following recipients:

We are a company that operates internationally and is part of a larger group of companies. Certain personal data, e.g., data specified by the User upon registration, may be disclosed to our affiliated companies for internal administration purposes, incl. joint customer care and customer relationship management.

Occasionally, We rely on other affiliated group companies, third-party companies, and external service providers to render our service, e.g., for hosting parts of the Service or the related data. In such cases, the data is disclosed to these companies to enable processing by them. These service providers are carefully selected and may exclusively process the data according to our instructions.

Within the scope of enhancing our business, it may be the case that our company structure transforms in that its legal form is changed, subsidiaries, company parts, or units are established, purchased, or sold. In the case of such transactions, the customer information is disclosed together with the transferred assets, if required. In disclosing personal data to third parties to the extent described above, we ensure that it is made in accordance with this Data Protection Notice and the applicable data protection laws.

If required to clarify any unlawful and/or abusive use of the Service or for legal prosecution, personal data can be forwarded to the law enforcement authorities and to potentially aggrieved third parties. However, such forwarding is only made if indications of any unlawful and/or abusive behavior exist. Data may also be disclosed if it serves to enforce terms and conditions of use or other agreements. Law also requires us to provide specific public bodies with information upon request. It may include law enforcement authorities, public authorities prosecuting administrative offenses entailing a fine, and tax authorities.

The disclosures mentioned above may result in such data being processed in countries outside the European Economic Area (EEA) (i.e., in a third country). Each data transmission to a third country is made under the applicable data protection laws. If the European Commission has not established an adequate level of protection for a third country, We provide appropriate guarantees to ensure adequate protection of the User's data. It may be made, e.g., by concluding data processing agreements containing EU standard data protection clauses which offer appropriate guarantees according to the European Commission (accessible at: [http://ec.europa.eu/justice/data-protection/international-transfers/transfer/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/transfer/index_en.htm)).

In the case of certain service providers that are being engaged as data processors in the U.S., we transfer data based on the data recipients' certifications under the EU-US-Privacy Shield (acknowledged by the European Commission in its resolution dated 12 July 2016).

## 5. Abuse Detection and Prosecution

We usually store any information for abuse detection and prosecution, particularly the User IP address, as long as necessary for this purpose, including investigating or prosecuting a specific incident. The data is stored and used based on statutory provisions. These data processing activities are justified because We have an overriding legitimate interest in ensuring the Service's functionality and security and preventing fraud (e.g., Art. 6 para. 1 f) GDPR).

## 6. Storage Period

We delete or anonymize the User's personal data as soon as it is no longer needed for the purposes for which we have collected or used the data as per this Data Protection Notice. We normally store the personal data for the period of use and the term of the contract about the Services and retain them beyond that to the extent required for a criminal investigation or to secure, assert or enforce legal claims.

If a User cancels his/her user account, the user profile is deleted.

To the extent data must be retained for legal reasons, these data are deleted only after the expiration of this period and are blocked until then. The data are no longer available for any further use except for the legal retention period.

After deletion from our operational systems, the data remains for a certain period in the backup copies in our revolving data-backup process and are then automatically deleted in the course of this process at the end of the backup cycle.

## 7. User Rights as a Data Subject

The User has certain rights concerning personal data:

**Right of access:** The User has the right to receive information from Us about the personal data relating to the User that is processed by Us as outlined in Art. 15 GDPR.

**Right to rectification:** The User has the right to demand that We correct personal data relating to the User if data is incorrect.

**Right to erasure ("right to be forgotten"):** The User has the right to demand that We delete personal data relating to the User under the prerequisites described in Art. 17 GDPR. The prerequisites especially establish a right to deletion if the personal data are no longer necessary for the purposes for which they were collected or otherwise processed.

**Right to demand restriction of processing:** The User has the right to demand that We restrict the processing under Art. 18 GDPR. This right exists especially if the personal data's accuracy is in dispute and deletion cannot yet be made due to a need to comply with legal retention requirements.

**Right to data portability:** The User has the right to receive personal data from Us, which the User has provided to us, in a structured, commonly used, and machine-readable format per Art. 20 GDPR. It includes

the right to have the data transmitted to another controller. This right exists where the data is processed by automated means and based on the User's consent or a contract.

**Right to object:** The User has the right to submit an objection against processing personal data relating to the User for reasons resulting from the User's specific situation. We will stop processing personal data unless We can prove important reasons for the processing which deserve protection, which outweigh the User's interests, rights, and freedoms or if the processing serves to assert, exercise, or defend against legal claims.

Moreover, the User has the right to file a complaint with a supervisory authority.

## **8. Contact**

If the User has any questions regarding our way of handling personal data, or if the User wants to exercise the rights mentioned under clause 7 as a data subject, the User can contact our appointed data protection officer:

Thomas Prüllage

Telephone: +49(0)4447-801-146

Email: [datenschutzbeauftragter@bigdutchman.de](mailto:datenschutzbeauftragter@bigdutchman.de)

## **9. Modifications of this Data Protection Notice**

We always keep this Data Protection Notice up to date. Therefore, we reserve the right to modify it from time to time and to update modifications of the collection, processing, or use of the User's data. The current version of the Data Protection Notice can always be retrieved under the "Data Protection" section within the Service.

## **10. Newsletters and Mailing Service**

We use Mailchimp as a third-party newsletter and mailing service. If the User would like to receive our newsletter, we need a valid email address and information that allows us to verify that the User is the owner of the specified email address and that the User agrees to receive this newsletter. No additional data is collected or is only collected voluntarily. We use this data exclusively to send the requested information and do not pass it on to third parties.

We will, therefore, process any data the User enters into the contact form only with the User's consent per Art. 6 (1) (a) GDPR. The User can revoke consent to the storage of the User's data and email address and their use for sending the newsletter at any time, e.g., through the "Unsubscribe" link in the newsletter. The data processed before we receive the User's request may still be legally processed.

The data provided when registering for the newsletter will be used to distribute the newsletter until the User cancels the subscription when said data will be deleted. Data we have stored for other purposes (e.g., email addresses for the members' area) remain unaffected.

Our services use Mailchimp to mail newsletters and communication emails. The service is provided by the Rocket Science Group, LLC (Mailchimp), Atlanta, GA 30308 USA, 675 Ponce de Leon Ave NE. Mailchimp is a

service that organizes and analyzes the mailing of newsletters. The data provided when registering for the newsletter (e.g., the email address) will be stored on the servers of Mailchimp in Atlanta, USA.

The newsletters we mail with Mailchimp allow us to analyze the behavior of the newsletter recipients. For example, we can analyze how many recipients opened the newsletter and how often which link in the newsletter was clicked. Using so-called conversion tracking, we can also analyze whether the User performed a predefined action (e.g., purchasing a product on our website) after clicking on the link in the newsletter. For more information about data analysis through Mailchimp newsletters, visit <https://mailchimp.com/gdpr/>.

The data provided when registering for the newsletter will be used to distribute the newsletter and stored until the User cancels his/her subscription, when said data will be deleted from both our and Mailchimp servers. Data we have stored for other purposes (e.g., email addresses for the members' area) remain unaffected.

For more information, please see the Mailchimp security policy at <https://mailchimp.com/about/security/>.

## **11. Specific Services**

### **11.1 SKOV Website [www.skov.com](http://www.skov.com)**

The website operator processes the data collected on this website. The operator's contact details can be found in the website's imprint.

Some data are collected when the User provides them to us, for example, data the User enters into a contact form.

Other data are collected automatically by our IT systems when the User visits the website. This data is primarily technical data such as the browser and operating system the User is using or when the User accessed the page. This data is collected automatically as soon as the User enters our website.

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as the inquiries the User sends to us as the site operator. The User can identify an encrypted connection in the User's browser address line when it changes from "http://" to "https://" and the lock icon is displayed in the User's browser address bar.

If SSL or TLS encryption is activated, the data the User transfers to us cannot be read by third parties.

The website provider automatically collects and stores information that the User's browser automatically transmits to us in "server log files". The following information is collected:

- browser type and browser version;
- operating system used;
- referrer URL;
- host name of the accessing computer;
- time of the server request;
- IP address.

The basis for data processing is Art. 6 (1) (b) GDPR, which allows data processing to fulfill a contract or for measures preliminary to a contract.

## **Website Plug-ins and Tools:**

### **Contact Form**

Should the User send us questions via the contact form, we will collect the data entered in the form, including the contact details the User provides, to answer the User's question and any follow-up questions. We do not share this information without the User's permission.

We will, therefore, process any data the User enters into the contact form only with the User's consent per Art. 6 (1) (a) GDPR. The User may revoke his/her consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive the User's request may still be legally processed.

We will retain the data the User provides in the contact form until the User requests their deletion, revoke the User's consent for their storage, or until the purpose for their storage no longer pertains (e.g., after fulfilling the User's request). All statutory provisions, especially those regarding mandatory data retention periods, remain unaffected by this provision.

### **Social Media**

SHARING CONTENT VIA PLUG-INS (FACEBOOK, GOOGLE+1, TWITTER, ETC.)

The content on our websites can be shared on other social networks like Facebook, Twitter, or Google+.

Our users can share the content of this website on social networks without their providers creating profiles of users' surfing behavior.

### **Facebook Plug-ins (LIKE & SHARE BUTTONS)**

Our website includes plug-ins for the social network Facebook, Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. The Facebook plug-ins can be identified by the Facebook logo or the Like button on our website. For an overview of Facebook plug-ins, see <https://developers.facebook.com/docs/plugins/>.

When the User visits our website, a direct connection between the User's browser and the Facebook server is established via the plug-in. It enables Facebook to receive the information that the User has visited our site from the User IP address. If the User clicks on the Facebook Like button while the User is logged into his/her Facebook account, the User can link the content of our website to his/her Facebook profile. It allows Facebook to associate visits to our site with the user account. Please note that, as the operator of this site, we do not know the data content transmitted to Facebook or how Facebook uses this data. For more information, please see Facebook's privacy policy at <https://www.facebook.com/policy.php>

If the User does not want Facebook to associate the visit to our site with the User Facebook account, please log out of the respective Facebook account.

### **Twitter Plug-in**

Functions of the Twitter service have been integrated into our website. These functions are offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

When the User uses Twitter and the "Retweet" function, the websites you visit are connected to your Twitter account and made known to other users. In doing so, data will also be transferred to Twitter. Please note that, as the operator of this site, we do not know the date content transmitted to Twitter or how

Twitter uses this data. For more information, please see Twitter's privacy policy at <https://twitter.com/en/privacy>. The User's privacy preferences with Twitter can be modified in the account settings at <https://twitter.com/account/settings>.

### **Google+ Plug-in**

Our website uses Google+ functions. Google+ is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Collection and disclosure of information: Using the Google +1 button allows the User to publish information worldwide. Through the Google+ button, the User and other users can receive custom content from Google and our partners. Google stores both the fact that the User has +1'd a piece of content and information about the page the User was viewing when the User clicked +1. Your +1 can be displayed with the User's profile name and photo in Google services, for example, in search results, in the User's Google profile, or in other places on websites and advertisements on the Internet.

Google records information about your +1 activities to improve Google services for the User and others. To use the Google +1 button, the User needs a globally visible, public Google profile that must contain at least the name chosen for the profile. All Google services use the name. In some cases, this name may also replace a different name that the User has used to share content via his/her Google account. The identity of the User's Google profile can be shown to users who know the User's email address or other information that can identify the User.

Use of collected data: In addition to the uses mentioned above, the User's information is used per the applicable Google data protection policies. Google may publish summary statistics about users' +1 activity or share it with users and partners, such as publishers, advertisers, or affiliate websites.

### **LinkedIn Plug-in**

Our website uses functions from the LinkedIn network. The service is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time one of our pages containing LinkedIn features is accessed, the User's browser establishes a direct connection to the LinkedIn servers. LinkedIn is informed that the User has visited our web pages from his/her IP address. If the User uses the LinkedIn "Recommend" button and is logged into the User's LinkedIn account, LinkedIn can associate the User's visit to our website with the user account. Please note that, as the operator of this site, we do not know the data content transmitted to LinkedIn or how LinkedIn uses this data.

For more information, please see LinkedIn's privacy policy at [www.linkedin.com/legal/privacypolicy](http://www.linkedin.com/legal/privacypolicy).

### **YouTube**

Our website uses plug-ins from YouTube, which is operated by Google. The operator of the pages is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If the User visits one of our pages featuring a YouTube plug-in, a connection to the YouTube servers is established. The YouTube server is informed about which of our pages the User visited.

If the User is logged into his/her YouTube account, YouTube allows the User to associate browsing behavior directly with the User's personal profile. The User can prevent this by logging out of his/her YouTube account.



YouTube is used to help make our website appealing. It constitutes a justified interest pursuant to Art. 6 (1) (f) GDPR.

Further information about handling user data can be found in the privacy policy of YouTube under <https://www.google.de/intl/de/policies/privacy>.

## **Vimeo**

Our website uses plug-ins from Vimeo, which is operated by IAC. The operator of the pages is IAC Headquarters, 555 West 18th street, New York, NY10011, USA.

If the User visits one of our pages featuring a Vimeo plug-in, a connection to the Vimeo servers is established. The Vimeo server is informed about which of our pages the User visited.

Further information about handling user data can be found in the privacy policy of Vimeo under <https://vimeo.com/privacy>.

## **Monotype web Fonts**

This page uses web fonts provided by Monotype for uniform representation of fonts. When the User opens a page, the browser loads the required web fonts into the User's browser cache to display texts and fonts correctly. When the User calls up a page of our website containing a social plug-in, the User's browser directly connects with Monotype servers. Monotype thus becomes aware that our web page was accessed via the User's IP address. The use of Monotype Web fonts is done in the interest of a uniform and attractive presentation of our website. It constitutes a justified interest pursuant to Art. 6 (1) (f) GDPR.

If the User's browser does not support web fonts, the computer uses a standard font.

Further information about handling user data can be found at <https://www.fonts.com/info/legal>

## **Google Maps**

This website uses the Google Maps map service via an API. The service is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use Google Maps, it is necessary to save the IP address. This information is generally transmitted to a Google server in the USA and stored there. The provider of this website has no influence on this data transfer.

We use Google Maps to make our website appealing and to facilitate the location of places specified by Us on the website. It constitutes a justified interest pursuant to Art. 6 (1) (f) GDPR.

Further information about handling user data can be found in the privacy policy of Google at <https://policies.google.com/privacy?hl=en>.

## **Demographic Data Collection by Google Analytics**

This website uses Google Analytics' demographic features. This allows reports to be generated containing statements about the age, gender, and interests of site visitors. These data come from interest-based advertising from Google and third-party visitor data. These collected data cannot be attributed to any specific individual person. You can disable this feature at any time by adjusting the ad settings in your

Google account or you can forbid the collection of your data by Google Analytics as described in the section "Objecting to the collection of data".

### **Google Adwords and Google Conversion Tracking**

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (Google).

As part of Google AdWords, we use so-called conversion tracking. When the User clicks on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that the User's internet browser stores on his/her computer. These cookies expire after 30 days and are not used for personal identification of the User. Should the User visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the User clicked on the ad and proceeded to that page.

Each Google AdWords customer has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords customer. The information obtained with the conversion cookie is used to create conversion statistics for the AdWords customers who have opted for conversion tracking. Customers are informed about the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to identify users personally. If the User does not want to participate in tracking, the User can opt out of this by disabling the Google Conversion Tracking cookie by changing his/her browser settings. In doing so, the User will not be included in the conversion tracking statistics.

Conversion cookies are stored based on Art. 6 (1) (f) GDPR. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

For more information about Google AdWords and Google conversion tracking, see the Google Privacy Policy: <https://policies.google.com/privacy>.

The User can configure his/her browser to inform about the use of cookies so that the User can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, the User's browser can be configured to accept cookies automatically under certain conditions, always reject them, or delete cookies automatically when closing the browser. Disabling cookies may limit the functionality of this website.

### **11.2 MySKOV Account and SKOV Applications**

As far as the use of the Service requires registration, this is to gain technically access to the server and prevent any access by unauthorized third parties. When the User registers with the Service, We collect certain data which the User provides (e.g., name, address, country, email address).

We use the User's registration data to grant and manage the User access to the Service. We use the access data to authenticate the User upon login and follow up on inquiries for resetting the user password.

The registration data is processed and used by Us to:

- (1) verify the User's right and administration of the user account;
- (2) enforce any applicable Terms of Use of the Service and all related rights and obligations; and
- (3) contact the User by providing the User with technical information, updates, security alerts, or other messages regarding the administration of the user account.

The data is processed and used based on the statutory provisions that justify these data processing activities.

In that We have an overriding legitimate interest in maintaining and managing the customer relationship (e.g., Art. 6 para. 1 f) GDPR).

(1) Processing is required to fulfill the Agreement on the use of the Service (e.g., Art. 6 para. 1 b) GDPR); or  
(2) We have an overriding legitimate interest in ensuring the functionality and fault-free operation of the Service (e.g., Art. 6 para. 1 f) GDPR).

Within the scope of the Service, the User can enter, manage, and process various information (including images and documents), tasks, and activities regarding its organization. The respective data is collected user-related and marked with a time stamp in each case. The data collected is transferred to a server and stored there for the duration of the usage relationship. Furthermore, a unique ID is assigned to the organization. It is the information collected by the respective User using the Service, in particular (if available in the Service) data on the organization (e.g., address, region, country, and more).

### **11.3 MySKOV FarmOnline+**

Production data (e.g., temperature, number or weight of animals, feed, or water supply) ("Production Data"); activities (e.g., registration of guests, orders made within the Service, delivery/collection of animals or feed, vaccinations and veterinary treatments and pest control), all in accordance with the functions implemented within the Service (including as the case may be any additional plug-ins the User is using). If the User provides any information likely to relate to natural persons in this context, e.g., names and contact details (in particular postal addresses, phone numbers and email addresses) of farmers, guests, suppliers, animal traders, breeders, slaughterhouses, or other organization employees using the Service, We also process such data to provide the Service.

The data is processed and used based on statutory provisions according to which these data processing activities are justified in that:

(1) Processing is required to fulfill the Agreement on the use of the Service (e.g., Art. 6 para. 1 b) GDPR); or  
(2) We have an overriding legitimate interest in ensuring the functionality and fault-free operation of the Service (e.g., Art. 6 para. 1 f) GDPR).

### **Datadog, Inc**

The FarmOnline+ services uses functions of the network Datadog, Inc. The provider is Datadog, Inc., 620 8th Avenue, Floor 45, New York, NY 10018, USA; Email: [gdpr@datadoghq.com](mailto:gdpr@datadoghq.com).

Each time one of our pages containing functions of Datadog, Inc. is called up, a connection to servers of Datadog, Inc. is established. As far as we are aware, no personal data is stored. In particular, no IP addresses are stored or usage behavior evaluated.

Further information on data protection and the Datadog, Inc. share button can be found in the Datadog, Inc. data protection declaration at: <https://www.datadoghq.com/legal/privacy/>.