



# Privacy policy

**This policy concerns:**

- ✓ SKOV A/S
- ✓ SKOV North America Inc.
- ☐ SKOV-SERCOM B.V.

- ✓ SKOV Thailand
- ☐ Secco International Inc.

- ✓ SKOV China
- ☐ XIO A/S

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# 1 Purpose

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

When using our digital services, we collect and process personal data about the User ("You" or the "User"). Because protecting your personal data while you use the Service is important to us, we want to share the following information about your personal data. We will collect data when you use the Service, and we will handle this data according to applicable data protection laws, including the EU General Data Protection Regulation (GDPR). The Data Protection Notice applies to any use of the Service, whether through a website, app, or other online platforms.

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

We gather specific information when a User uses our services. The types of personal data, the reasons for collection, and the legal bases for processing are detailed below.

## 2 Policy

### 2.1 Automatically collected information

When a user uses the Service, we automatically collect and store certain data. This includes technical and connection-related information linked to the user's device, such as IP address and MAC address, which we need to transmit the content retrieved by the user or to be shown by us to the user. This content includes, for example, texts, images, product information, and files available for download. We also record request data, access status or HTTP status code, volume of data transferred, the website from which the request originates, browser type, operating system and interface, language and version of the browser software, and the date and time of the request.

We use this information to:

- Provide you with the service and its related functions
- Improve the features and performance of the Service
- Prevent and resolve issues related to misuse and malfunctions, including troubleshooting.

The data is processed and used based on legal requirements, which justify data processing activities by stating:

- Processing is necessary to fulfill the agreement for using the Service (e.g., Art. 6 para. 1 b) GDPR)
- Or we have an overriding legitimate interest in ensuring the Service functions properly and is tailored to the user (Art. 6 para. 1 f) GDPR).

We reserve the right to analyze and utilize the data collected through the Service, such as Production Data, for additional purposes, including improving products, enhancing service quality, developing new features, and optimizing user interfaces. If any of this information constitutes personal data, it is anonymized in accordance with applicable data protection laws before further use and analysis.



### 3 Using anonymous data

We reserve the right to use and evaluate the data collected through the service, such as production data, for additional purposes, including improving products, enhancing the service, developing new features and functions, and optimizing user interfaces. If this information is personal data, it is anonymized in accordance with applicable data protection laws before further use and evaluation.

### 4 Analytics and cookies

When the User uses our service and, where legally required, if the User has given consent, we place so-called 'cookies' on your device to provide a broader range of functions and to organize the service's use in a convenient and need-based way. Cookies are small files sent to the browser used by the User and stored on the User's hard drive, enabling the party placing the cookie, i.e., us, to access certain information.

We utilize the following types of cookies:

- **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 these cookies for one year.
- **Functional cookies**—the ones that remember user settings to organize the service in a more user-friendly manner. We use cookies to remember the graphical interface settings.
- **Performance/Analytics cookies** collecting pseudonymous information on the website visited by the user.

Within several of our services, we use Google Analytics, a web analytics service provided by Google Inc. (Google). Usually, the information generated by cookies about your use of this service is transferred to a Google server in the United States and stored there. However, within our service, IP anonymization is enabled so that Google will shorten your IP address within the European Union member states or other countries that are part of the European Economic Area agreement. The full IP address is only transmitted to a Google server in the United States and shortened there in exceptional cases. Google uses this information on our behalf to analyze your use of the service, compile reports about website activities, and provide additional internet-related services. The IP address transmitted by your browser through Google Analytics will not be combined with any other Google data.

More detailed information about how Google uses user data and Google Analytics is available in the Terms and Conditions of Use [<https://www.google.com/analytics/terms/gb.html>], the Privacy Policy [<http://www.google.de/intl/en-GB/policies/privacy/>], or in these Google instructions [<https://www.google.com/intl/en-GB/policies/privacy/partners/>]. If this data is considered personal data, its processing is performed based on legal provisions that authorize data processing due to our legitimate interest in demand-driven design and statistical evaluation of our services (e.g., Art. 6 para. 1(f) GDPR, Sec. 15 para. 3 TMG), or based on your consent (e.g., by clicking accept on our cookie banner).

Most internet browsers allow you to block or prevent the storage of cookies. You can configure your browser settings to do so and block cookies, such as by following the instructions for your browser at

<http://www.allaboutcookies.org/> or by using other technical tools, if available. However, please note that in such cases, you might not be able to use all the functions of this website.

Additionally, you can prevent Google from collecting and processing data generated by cookies related to your use of our service (including your IP address) by downloading and installing the browser plugin available at [<https://tools.google.com/dlpage/gaoptout?hl=en-GB>].B].

## 5 Recipients of data

Besides the cases explicitly listed in this Data Protection Notice, the User's personal data may be shared with the following recipients: We are an international company that is part of a larger group. Certain personal data, such as information provided by the User during registration, may be shared with our affiliated companies for internal purposes, including joint customer support and management of customer relationships.

Occasionally, we also rely on other group companies, third-party organizations, and external service providers to deliver our services, such as hosting parts of the service or related data. In these cases, the data is shared with these companies to enable processing by them. These service providers are carefully chosen and may only 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.

Personal data may be shared with law enforcement and potentially harmed third parties if necessary to clarify any unlawful or abusive use of the service or for legal proceedings. However, such sharing only occurs if there are signs of illegal or abusive behavior. Data may also be disclosed to enforce the terms of use or other agreements. Law also requires us to provide certain public agencies with information upon request, which could include law enforcement, agencies prosecuting administrative violations that involve fines, or 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)).

For certain service providers acting 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 July 12, 2016).

## 6 Abuse detection and prosecution

We typically retain any information used for abuse detection and prosecution, especially the User IP address, for as long as needed for this purpose, including investigating or prosecuting specific incidents. The data is stored and processed in accordance with legal requirements. These data processing activities are justified because we have a primary legitimate interest in maintaining the Service's functionality and security, as well as preventing fraud (e.g., Art. 6 para. 1 f) GDPR).

## 7 Storage period

According to this Data Protection Notice, we delete or anonymize the User's personal data as soon as it is no longer necessary for the purposes for which we collected or used it. Typically, we store personal data during the period of use and the duration of the service contract and retain it afterward if needed for legal reasons, such as criminal investigations or to enforce legal claims.

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

To the extent that data must be retained for legal reasons, it is deleted only after the retention period expires and is blocked until then. The data are no longer accessible for any purpose other than legal retention.

After being deleted from our operational systems, the data may remain in backup copies within our recurring backup process and are automatically deleted at the end of the backup cycle.

## 8 User rights as a data subject

The User has certain rights regarding personal data:

**Right of access:** The User can request information from us about the personal data related to the User that we process, as described in Art. 15 GDPR.

**Right to rectification:** The User can request that we correct any personal data related to the User if it is incorrect.

**Right to erasure ("right to be forgotten"):** The User can request that we delete personal data related to the User under the conditions outlined in Art. 17 GDPR. These conditions include a right to deletion if the data is no longer needed for the purposes for which it was collected or otherwise processed.

**Right to demand restriction of processing:** The User can request that we restrict processing under Art. 18 GDPR. This right is especially applicable if the accuracy of the personal data is disputed and deletion cannot happen yet due to 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 automatically and based on the User's consent or a contract.

**Right to Object:** The user has the right to object to of personal data related to them for reasons stemming from their specific situation. We will cease processing personal data unless we can

demonstrate compelling reasons for the processing that outweigh the user's interests, rights, and freedoms, or if the processing is necessary to assert, exercise, or defend legal claims. Moreover, the User has the right to file a complaint with a supervisory authority.

## 9 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)

## 10 Modification of this data protection notice

We always keep this Data Protection Notice current. Therefore, we reserve the right to change it periodically and to update details about the collection, processing, or use of the User's data. The latest version of the Data Protection Notice can always be found in the "Data Protection" section within the Service.

## 11 Newsletters and mailing service

We use Mailchimp as a third-party newsletter and mailing service. If a user wants to receive our newsletter, we need a valid email address and information to verify that they own that email and agree to receive the newsletter. No additional data is collected unless voluntarily provided. We only use this data to send the requested information and do not share it with third parties.

We process any data entered in the contact form only with the user's consent under Art. 6 (1) (a) GDPR. The user can revoke this consent at any time, for example, via the "Unsubscribe" link in our newsletter. Data collected before this request may still be legally processed.

The data provided during newsletter registration is used solely for sending the newsletter and is deleted once the user unsubscribes. Data stored for other purposes, such as email addresses for members' areas, remains unaffected.

Our services use Mailchimp, provided by Rocket Science Group, LLC (Mailchimp), located at 675 Ponce de Leon Ave NE, Atlanta, GA 30308, USA. Mailchimp organizes and analyzes our newsletter mailings, and the data you provide during registration is stored on their servers in Atlanta.

Mailchimp's tools enable us to analyze recipient behavior, such as how many open the newsletter or which links they click. Through conversion tracking, we can also see if a user completes a specific action, like making a purchase after clicking a link in the newsletter. For more details, visit <https://mailchimp.com/gdpr/>.

Newsletter data remains stored until the user cancels the subscription, at which point it is deleted from both our and Mailchimp's servers. Data stored for other purposes, like email addresses for member areas, is unaffected.

For more information, see Mailchimp's security policy at <https://mailchimp.com/about/security/.ty/>.

## 12 Specific services

### 12.1 SKOV website [www.skov.com](http://www.skov.com)

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

Some data is collected when the user provides it to us, such as data the user enters in a contact form.

Other data are automatically collected by our IT systems when the User visits the website. This data mainly includes technical details such as the browser and operating system the User is using, or when the User accesses the page. This data is collected automatically as soon as the User enters our website. This site uses SSL or TLS encryption to ensure security and protect the transmission of sensitive content, such as inquiries the User sends to us as the site operator. The User can recognize an encrypted connection in the browser address bar when it changes from "http://" to "https://" and a lock icon appears.

If SSL or TLS encryption is enabled, the data the user transmits 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 legal basis for data processing is Art. 6 (1) (b) GDPR, which permits data processing to fulfill a contract or for measures preliminary to a contract.

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

##### **Contact Form**

If the User sends us questions through the contact form, we will collect the information entered, including the contact details provided, to respond to the User's questions and any follow-ups. We do not share this information without the User's permission.

We will, therefore, process any data the User enters in 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 keep the data the User provides in the contact form until the User requests its deletion, revokes the User's consent for its storage, or until the purpose for storing it no longer applies (for example, after fulfilling the User's request). All legal requirements, especially those related to mandatory data retention periods, are unaffected by this policy.

### **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' browsing behavior.

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

Our website features Facebook plugins from Facebook Inc., located at 1 Hacker Way, Menlo Park, California 94025, USA. These Facebook plugins are recognizable by the Facebook logo or the Like button on our site. For more information on Facebook plugins, visit <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 through the plug-in. It allows Facebook to receive information from the User's IP address that the User visited our site. If the User clicks on the Facebook Like button while logged into their Facebook account, the User can link our website's content to their Facebook profile. This enables Facebook to associate visits to our site with the user's account. Please note that, as the operator of this site, we do not have access to the data transmitted to Facebook or know 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 connect the visit to our site with their Facebook account, please log out of the respective Facebook account.

#### **Twitter plug-in**

Twitter service features are now integrated into our website. These features are provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

When a user uses Twitter and the "Retweet" function, the websites you visit are linked to your Twitter account and visible to other users. As a result, data is also sent to Twitter. Please note that, as the operator of this site, we do not know the content transmitted to Twitter or how Twitter collects this data. For more details, see Twitter's privacy policy at <https://twitter.com/en/privacy>. You can change your privacy preferences with Twitter in the account settings at <https://twitter.com/account/settings>.

#### **Google+ plug-in**

Our website uses Google+ features. 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 users to share information worldwide. Through the Google+ button, users and others can receive personalized 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 they clicked +1. Your +1 may be displayed with your profile name and photo in Google services, such as search results, your Google profile, or other areas on websites and advertisements across the internet.

Google records information about your +1 activities to enhance Google services for the User and others. To use the Google +1 button, the User must have a publicly visible Google profile that includes at least the name chosen for the profile. All Google services display this name. In some cases, this name may also replace a different name that the User has used to share content through his/her Google account. The User's Google profile information can be visible to users who know the User's email address or other identifiable details.

Use of collected data: In addition to the uses mentioned above, the user's information is used in accordance with 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 features 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 with LinkedIn features is accessed, the User's browser establishes a direct connection to LinkedIn's servers. LinkedIn is then informed that the User has visited our web pages from their IP address. If the User uses the LinkedIn "Recommend" button and is logged into their LinkedIn account, LinkedIn can link the User's visit to our website with their user account. Please note that, as the site operator, we do not know the data content sent 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 owner of the pages is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

If the User visits a page with a YouTube plugin, a connection to YouTube servers is made. The YouTube server will notify us of which of our pages the User has visited.

If the User is logged into his/her YouTube account, YouTube allows the User to link browsing behavior directly with the User's personal profile. The User can stop this by logging out of his/her YouTube account. YouTube is used to enhance the appeal of our website. It constitutes a legitimate interest under Art. 6 (1).  
(f) GDPR.

Further details on managing user data are available in YouTube's privacy policy at <https://www.google.de/intl/de/policies/privacy>.

## **Vimeo**

Our website uses Vimeo plug-ins, which are operated by IAC. The operator of the pages is IAC Headquarters, 555 West 18th Street, New York, NY 10011, 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 Vimeo's privacy policy under <https://vimeo.com/privacy>.

## **Monotype web fonts**

This page uses web fonts supplied by Monotype to ensure consistent font display. When a user opens a page, the browser downloads the necessary web fonts into the cache to display text correctly. When the user views a page with a social plug-in, their browser connects directly to Monotype's servers. Monotype then becomes aware that the web page was accessed through the user's IP address. The use of Monotype Web fonts aims to provide a consistent and attractive presentation of our website. This is considered a legitimate interest under 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 Google Maps API to access the map service, which is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use Google Maps, you need to save the IP address. This information is usually sent to a Google server in the USA and stored there. The website provider has no control over 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 is available in Google's privacy policy at <https://policies.google.com/privacy?hl=en>.

### **Demographic data collection by Google Analytics**

This website uses Google Analytics' demographic features, which generate reports with information about visitors' age, gender, and interests. These data come from interest-based advertising from Google and third-party visitor data. They cannot be linked to any specific individual. You can disable this feature at any time by adjusting the ad settings in your You can stop data collection by Google Analytics, as explained in the section "Objecting to the collection of data," or just use a Google account.

### **Google Adwords and Google conversation 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 what is called conversion tracking. A conversion tracking cookie is set when the user clicks on an ad served by Google. Cookies are small text files that the user's internet browser stores on their computer. These cookies expire after 30 days and are not used to personally identify the user. If the user visits certain pages on the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and navigated to that page.

Each Google AdWords customer has a unique cookie. Therefore, cookies cannot be tracked across different AdWords customers' websites. The data collected with the conversion cookie is used to generate conversion statistics for AdWords customers who have enabled conversion tracking. Customers are informed of the total number of users who clicked on their ad and were redirected to a conversion tracking page. However, advertisers do not receive any information that can personally identify users. If a user does not want to be tracked, they can opt out by disabling the Google Conversion Tracking cookie in their browser settings. Doing so will exclude the user from the conversion tracking statistics.

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

For more details on Google AdWords and Google conversion tracking, review the Google Privacy Policy: <https://policies.google.com/privacy>.

The user can configure their browser to notify them about cookie usage, allowing them to choose whether to accept or reject cookies individually. Alternatively, the browser can be set to accept cookies automatically under certain conditions, always reject them, or delete cookies automatically when the browser is closed. Disabling cookies may limit the functionality of this website.

## **12.2 MySKOV account and SKOV applications**

Using the Service requires registration to access the server securely and prevent unauthorized third-party access. When the User registers, we collect certain information provided by the User, such as name, address, country, and email address.

We use the User's registration data to grant and manage their access to the Service. We also use access data to authenticate the User when they log in and to handle inquiries about resetting the user's password.

US processes and uses the registration data to:

- verify the User's right and administration of the user account
- enforce any applicable Terms of Use of the service and all related rights and obligations and
- 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 handled and used in accordance with the legal provisions that authorize these data processing activities.

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

- Processing is required to fulfill the Agreement on the use of the Service (e.g., Art. 6 para. 1 b) GDPR); or
- 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 input, manage, and process various information (including images and documents), tasks, and activities related to their organization. The data collected is user-specific and time-stamped each time. This data is transmitted to a server and stored there for the duration of the relationship. Additionally, a unique ID is assigned to the organization. It includes information collected by the User through the Service, especially (if available) data about the organization such as address, region, country, and more.

### 12.3 MySKOV FarmOnline+

Production data (e.g., temperature, number or weight of animals, feed, or water supply) ("Production Data"); activities (e.g., guest registration, orders made within the Service, delivery/collection of animals or feed, vaccinations, veterinary treatments, and pest control), all in accordance with the functions implemented within the Service (including any additional plug-ins the User uses). If the User provides any information likely to relate to natural people in this context, such as names and contact details (including 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 in accordance with statutory provisions that justify these data processing activities because:

- Processing is required to fulfill the Agreement on the use of the Service (e.g., Art. 6 para. 1 b) GDPR); or
- 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 use network functions from 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).

Whenever one of our pages with Datadog, Inc.'s features is accessed, a connection to Datadog, Inc.'s servers is established. To the best of our knowledge, no personal data is stored. Specifically, no IP addresses are recorded, and no usage patterns are analyzed.

The Datadog, Inc. data protection policy, which includes further details on data protection and the Datadog, Inc. share button are available in the Datadog, can be found at <https://www.datadoghq.com/legal/privacy/>.