

## Scope of this statement:

This statement relates to business data held in the MyFarm farm management platform (which includes MySOYL and MyKings). It does not relate to personal data, which is covered separately by the Frontier Privacy Policy which can be viewed here:

<https://www.frontierag.co.uk/images/tandc/Privacy-Policy-2019.pdf>

Data held in MyFarm includes data generated by Frontier or any of its divisions as a result of services provided to your business, as well as data provided by you as part of your use of the platform. For example, we may generate soil nutrient, soil conductivity and soil type data through the SOYL services we provide, which may be converted into application maps for your use. In addition, you may input your own information into the platform or provide data to be input by us, for example cropping plans, yield data or in-field observations.

This statement does not cover data held in the Greenlight Grower Management software or Gatekeeper software, which are owned by Muddy Boots and Proagrica respectively and licensed to you through Frontier.

## Our approach to data management:

Frontier's company values of integrity, customer focus and expertise are the foundation of our business. We will always meet, or even exceed, legislative requirements and we pride ourselves on leading the industry in the way we manage our business and service our customers. We recognise the sensitivities around data management and are committed to operating with transparency in this area.

## Data storage:

Data held in our MyFarm farm management platform is stored securely in our UK located data centre owned by Frontier Agriculture Limited. The data is fully backed up at least daily and replicated to a secondary UK location for disaster recovery purposes and to facilitate a speedy recovery in the event of a crisis. Frontier operates a regular disaster recovery rehearsal for testing and training purposes and to ensure the process remains fit for purpose.

## Data ownership:

Data generated by services you have purchased from us belongs to you (providing the services have been paid for). Data uploaded to MyFarm by you or on your behalf also remains yours.

The exception to this is satellite imagery data which remains in the ownership of the provider and is licensed for your use through Frontier.

## Access to data:

Data held on MyFarm is made available to those Frontier employees with direct involvement in your account. This may include farm traders, agronomists, SOYL area managers and Kings advisors. In addition, access is given to employees in other commercial, technical or administrative functions

where it is necessary to ensure we continue to provide you with the best service. Access levels for each employee are restricted appropriate to their role and level of seniority in the business. Access to all systems including MyFarm is revoked as soon as any employee leaves the business.

No access will be given to anyone outside Frontier Agriculture without your express permission in writing. For example you may choose to give access to a contractor working on your land. If we receive a request for access to your data then we will always ask for your permission before granting it. You can revoke access for any external person at any time by contacting us in writing.

### **Frontier's use of your data:**

We will only ever use your data to provide or improve our service. We will not sell your data or share it for commercial purposes outside our own business.

Your data may be used as part of an aggregated, anonymised data set for analysis purposes to help improve our services or provide useful information to our employees and customers. For example, we may analyse how soil nutrient levels or variety performances vary by region. Data will not be identifiable to a particular customer and if data sets are too small to protect customers' identities then we will not use the data as part of any analysis. We may make analyses available publicly if we believe it promotes knowledge exchange in the interests of our customers or the industry.

You have the right to request that your business data is excluded from any aggregated, anonymised data set if you wish.

### **Data deletion and removal:**

If you wish to delete your data, you may do so at any time whether you are a current customer or not. You may delete some aspects of your data yourself within the MyFarm software. Anything else can be deleted by us upon written request. Before deleting data we will always explain the implications of deletion and only implement the instruction upon confirmation by you. Exceptions to this are data that we are legally required to keep and satellite images of your farm which we will delete from our systems but which will persist with the original data owner.

If you terminate your business relationship with Frontier you may ask for a full set of your data to take with you providing all services are paid for. We will facilitate this either by enabling you to download it directly from MyFarm or by providing copies ourselves. We will not delete your business data when you terminate your relationship with us unless you specifically request this in writing.

**If you have any questions about the way in which Frontier manages your business data, please contact our data safeguard team: [safeguard@frontierag.co.uk](mailto:safeguard@frontierag.co.uk)**