

**JOHN DEERE USER ACCOUNT  
 PRIVACY NOTICE  
 Updated: November 5, 2019**

**Which John Deere entity supports your John Deere User Account?**

<b>If you reside in:</b>	<b>Your Account is hosted by:</b>
United States of America, Puerto Rico, Mexico, Republic of South Africa, or any country not listed below	John Deere Special Technologies Inc. Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA
Canada	John Deere Canada ULC Attn: Chief Privacy Officer 295 Hunter Road P.O. Box 1000 Grimsby, ON L3M 4H5
Australia and New Zealand	John Deere Limited (Australia) Attn: complete Goods Manager 1660170 Magnesium Drive Crestmead, Queensland 4132
Argentina	Industrias John Deere Argentina, S.A. Attn: Privacy Manager John Orsetti 481 (S2152CFA) Grenadier Baigorria Province of Santa Fe, Argentina
Bolivia, Brazil, Colombia, Paraguay, Russia,	John Deere Shared Services Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA
Other North or South American country	Industrias John Deere, Mexico Attn: Privacy Manager Blvd. Diaz Ordaz, Numero 500 Colonia La Leona, Codigo Postal 66210 San Pedro Garza Garcia, Nuevo Leon, Mexico

Europe, Commonwealth of Independent States (CIS)	John Deere GmbH & Co. KG Region 2 Sales & Marketing Center Datenschutzbeauftragter Strassburger Allee 3 67657 Kaiserslautern, Germany
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**John Deere** (referred to as "John Deere", "we", "us") is responsible for the processing of your personal data and takes its data protection and privacy responsibilities seriously. This privacy notice explains how we collect, use and share personal information when you create, access and use your John Deere User Account (your "Account"), including:

1. What personal information we collect and when and why we use it.
2. How we share personal information within John Deere and with our service providers, regulators and other third parties.
3. Explaining more about Direct Marketing.
4. Transferring personal information globally.
5. How we protect and store personal information.
6. Legal rights available to help manage your privacy.
7. Children's Data.
8. How you can contact us for more support.

We may amend this notice from time to time to keep it up to date with legal requirements and the way we operate our business. Please regularly check these pages for the latest version of this notice. If we make significant changes to this privacy notice, we will seek to inform you by notice on our website or email ("**Notice of Change**").

You might find external links to third-party websites or mobile applications on our platform. This privacy notice does not apply to your use of a third-party site.

**Important information about John Deere:**

The John Deere entity responsible for your personal information will be the entity that supports your Account as set out above.

You can find out more about John Deere at [www.deere.com](http://www.deere.com) or by contacting us using the information in the How to Contact Us section.

## 1. WHAT PERSONAL INFORMATION WE COLLECT AND WHEN AND WHY WE USE IT

In this section you can find out more about

- when we collect personal information;
- the types of personal information we collect;
- how we use personal information; and
- the legal basis for using personal information

### **When we collect information**

To provide you with your Account, we may process personal information about you.

We collect information about you if you:

- create and use an Account
- subscribe to receiving marketing and other communications from us
- use our connected services

Please refer to our general Privacy Statement on our website [www.deere.com](http://www.deere.com) for further information about how we process your personal information when you visit our website.

### **Personal information we collect and use**

When you create and use your Account, certain personal information is required from you which is identified as mandatory and that you submit during the registration process, such as contact information (see below for list of information that we collect). You are under no obligation to provide this information but without this information you will not be able to register for an Account. In addition, you can voluntarily add additional information to your Account, for example, you can add information about your company and link your Account to your employer's John Deere Organization so that you appear as staff or a partner in that Organization (please refer to our Customer Organization privacy notice for further information about how we process your personal information when you use a Customer Organization account

We collect the following information when you create and use your Account:

- name, company name and password;
- email address;
- telephone number; and

- address
- technical information that may also constitute personal information (your browser type, operating system, IP address, domain name, number of times you use your Account, and the amount of time you spent using your Account) may be collected via cookies and other tracking technologies (such as transparent GIF files). Please see our cookies policy for further information on the cookies we collect.

### Sensitive Personal Information

We do not process any "Special Category Personal Data" (information relating to such matters as racial or ethnic origin, religious beliefs, physical or mental health, trade union membership, sexual orientation, information regarding sexual life, biometric data used to identify an individual, genetic data).

### The legal basis for using your personal information

We will only collect, use and share your personal information where we are satisfied that we have an appropriate legal basis to do this. The personal data you have provided us will be processed for the following primary and necessary purposes:

<b>How we use your information</b>	<b>What is the legal basis for our use of your information</b>
Setting up and on-going management of your account with us.	<p>Our use of your personal information is necessary to perform a contract with you.</p> <p>It is also necessary to use your personal information in our legitimate interest as a commercial organisation. We consider that we have a legitimate interest in providing our customers with the products and services they have asked for, and in complying with our obligations to account users.</p> <p>Where required by applicable law, we will also obtain your consent before we process your personal data.</p>
To provide general customer services and to respond to your queries and complaints in relation to our services.	<p>Our use of your personal information is necessary to perform a contract with you.</p> <p>It is also necessary to use your personal information in our legitimate interest as a commercial organisation. We consider that we have a legitimate interest in providing customer services and corresponding with customers as</p>

	<p>required to ensure that any queries in relation to the services are dealt with, as this helps us to preserve our business operations or grow our business.</p>
<p>To deliver our services to you as you request.</p>	<p>Our use of your personal information is necessary to perform a contract with you.</p>
<p>To evaluate your use of our services to assist with our development of new products and services, and to make improvements to our existing products and services.</p>	<p>Our use of your personal information is in our legitimate interest as a commercial organisation.</p> <p>We consider that we have a legitimate interest in evaluating our services and make improvements as this improves customer relations, which is important to help us to preserve our business operations or grow our business.</p>
<p>To monitor, maintain and improve our IT environment and the applications that our customers use and that we use to manage our services.</p>	<p>Our use of your personal information is in our legitimate interest as a commercial organisation.</p> <p>We consider that we have a legitimate interest in continually improving our services to preserve our business operations or grow our business.</p>
<p>To maintain your access to services and applications.</p>	<p>Our use of your personal information is necessary to perform a contract with you.</p> <p>It is also necessary to use your personal information in our legitimate interest as a commercial organisation. We consider that we have a legitimate interest in maintaining access to our services to preserve our business operations or grow our business.</p>
<p>To send you service communications regarding maintenance, availability, functionality, or other matters relating to your Account.</p>	<p>Our use of your personal information is necessary to perform a contract with you.</p> <p>It is also necessary to use your personal information in our legitimate interest as a commercial organisation. We consider that we have a legitimate interest in ensuring that our customers are kept up to date with service communications, as this helps us to preserve our</p>

	business operations or grow our business.
To share your personal information with our authorised dealers so that they can support you.	Your consent.
To comply with any legal or regulatory requirements.	Our use of your personal information is necessary to comply with a relevant legal or regulatory obligation that we have.
<p>To share your personal information with our authorised dealers for them to contact you with marketing information about their products and services.</p> <p>If you are resident in Mexico, if you do not want your personal data to be processed for this secondary purpose, please let us know yourself, or by duly accredited legal representative, by contacting us using the details set out below in the 'Contact Us' section below.</p>	Your consent.
To market to you about our products and services, and otherwise to identify goods and services which we believe may be of interest to you.	<p>Our use of your personal information is in our legitimate interest as a commercial organisation. It is also necessary to use your personal information in our legitimate interest as a commercial organisation. We consider that we have a legitimate interest in ensuring that our customers are kept up to date with information about our products and services, as this helps us to preserve our business operations or grow our business</p> <p>Where required by applicable law, we will also obtain your consent before we send marketing communications to you.</p> <p>If you are resident in Mexico, if you do not want your personal data to be processed for this secondary purpose, please let us know yourself, or by duly accredited legal representative, by contacting us using the details set out below in the 'Contact Us' section below.</p>

## 2. SHARING PERSONAL INFORMATION

In this section you can find out more about how we share personal information:

- within John Deere
- with third parties that help us provide our products and services; and
- other third parties

### **Who do we share your information with?**

We share your information in the manner and for the purposes described below:

- i. within John Deere, where such disclosure is necessary to provide you with our services or to manage our business;
- ii. with third-party service providers (who will operate under our instructions set out in a written agreement with us) to assist us in providing information, products or services to you, in conducting and managing our business, or in managing and improving our products or services. We share your personal information with these affiliates and third parties to perform services, subject to appropriate contractual restrictions and security measures. These include IT service providers who help manage our IT and back office systems and machine services, including internet and software services: data hosting, data conversion, and cloud computing capabilities, account management and security, testing, debugging, error reporting, and usage analytics, as well as mobile telecommunication providers.
- iii. with regulators, to comply with all applicable laws, regulations and rules, and requests of law enforcement, regulatory and other governmental agencies.
- iv. with authorized John Deere Dealers so that they can support you. They may use your personal information in the ways set out in “How we use your personal information” in Section 1 above or relating to products and services that complement our own range of products and services. These services may be subject to separate terms and conditions and privacy policies.
- v. we may share in aggregate, statistical form, non-personal information regarding, traffic patterns, and Account usage with our partners, affiliates or advertisers.
- vi. If, in the future, we sell or transfer some or all of our business or assets to a third party, we may disclose information to a potential or actual third-party purchaser of our business or assets.

If you are resident in Mexico, we shall not, without your prior consent, disclose your personal information to third parties, domestic or foreign unless: (a) it is required by law or judicial requirement; (b) it is made to holding companies, subsidiaries or affiliates under the common control of John Deere, or to a parent company or to any company of the same group as John Deere who operates under the

same internal processes and policies (c) it is necessary by virtue of a contract executed or to be executed with you, by us or a third party; or (d) to protect any rights or assets of John Deere or its clients. We have required or shall require our contractors, subcontractors and providers to agree to use your personal information exclusively for undertaking the activities for which they were procured.



### 3. TRANSFERRING PERSONAL INFORMATION GLOBALLY

In this section you can find out more about:

- how we operate as a global business and transfer data internationally.
- the arrangements we have in place to protect your personal information.

John Deere operates on a global basis. Accordingly, your personal information may be transferred and stored in countries around the world, including the EU, the United States of America, Brazil, and other countries where John Deere has offices or authorized dealers, that are subject to different standards of data protection. When we transfer your personal information to other countries, we will protect that information as described in this Privacy Notice or as disclosed to you at the time of data collection.

John Deere will take appropriate steps to ensure that transfers of personal information are in accordance with applicable law and carefully managed to protect your privacy rights and interests. We have established and implemented a set of Binding Corporate Rules (“BCRs”) that have been recognised by EU data protection authorities as providing an adequate level of protection to the personal information we process globally. A copy of our BCRs are available at [www.deere.com](http://www.deere.com).

Where we transfer your personal information outside John Deere or to third parties who help provide our products and services, we obtain contractual commitments from them to protect your personal information. Some of these assurances are well recognized certification schemes, for example, the EU - US Privacy Shield for the protection of personal information transferred from within the EU to the United States or contractual commitments such as EU Standard Contractual Clauses.

Where we transfer your special personal information to other John Deere entities or third parties located in countries that do not have adequate levels of data protection law, prior authorization from the relevant data protection authorities will be obtained, where necessary.

Where we receive requests for information from law enforcement or regulators, we carefully validate these requests before any personal information are disclosed.

You have a right to [contact us](#) for more information about the safeguards we have put in place (including a copy of relevant contractual commitments) to ensure the adequate protection of your personal information when this is transferred as mentioned above.

#### 4. EXPLAINING MORE ABOUT DIRECT MARKETING

In this section you can find out more about

- how we use personal information to keep you up to date with our products and services.
- how you can manage your marketing preferences
- when and how we undertake profiling and analytics

##### **How we use personal information to keep you up to date with our products and services**

We may use personal information to let you know about John Deere products and services that we believe will be of interest to you. We may contact you by email, post, or telephone or through other communication channels that we think you may find helpful. In all cases, we will respect your preferences for how you would like us to manage marketing activity with you.

Where you have provided your consent, we may share your data with John Deere dealers so they can market products and services to you, targeting offerings to match your activity.

##### **How you can manage your marketing preferences**

To protect privacy rights and to ensure you have control over how we manage marketing with you:

- we will take steps to limit direct marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest or relevance to you;
- you can ask us to stop direct marketing at any time - you can ask us to stop sending email marketing, by following the 'unsubscribe' link you will find on all the email marketing messages we send you. Alternatively, you can contact us at [privacymanager@JohnDeere.com](mailto:privacymanager@JohnDeere.com). Please specify whether you would like us to stop all forms of marketing or just a particular type (e.g. email); and
- you can change the way your browser manages cookies, which may be used to deliver online advertising, by following the settings on your browser as explained in [our cookies policy]

##### **When and how we undertake profiling and analytics**

Please refer to our cookie policy to find out more about the information we collect using cookies and tracking technologies.

## 5. HOW WE PROTECT AND STORE YOUR INFORMATION

### **Security**

We have implemented and maintain appropriate technical and organisational security measures, policies and procedures designed to reduce the risk of accidental destruction or loss, or the unauthorised disclosure or access to such information appropriate to the nature of the information concerned. Measures we take include placing confidentiality requirements on our staff members and service providers; and destroying or permanently deleting personal information if it is no longer needed for the purposes for which it was collected. As the security of information depends in part on the security of the computer you use to use our services and the security you use to protect user IDs and passwords please take appropriate measures to protect this information.

### **Storing your personal information**

We store most information about you in computer systems and databases operated by either us or our external service providers. Some information about you is recorded in paper files that we store securely.

We will store your personal information for as long as is reasonably necessary for the purposes for which it was collected, as explained in this notice. In some circumstances we may store your personal information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, accounting requirements. In specific circumstances we may store your personal information for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

## 6. LEGAL RIGHTS AVAILABLE TO HELP MANAGE YOUR PRIVACY

Subject to certain exemptions and depending on your location, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to your personal information.

If you wish to **access, correct, update or request deletion** of your personal information, you can do so at any time by contacting us using the contact details provided at Section 7 ('How to Contact Us') below.

In addition, you can **object to processing** of your personal information, ask us to **restrict processing** of your personal information or, if you are a resident of the European Union, **request portability** of your personal information. Again, you can exercise these rights by contacting us using the contact details provided at Section 7 ('How to Contact Us') below.

If we have collected and processed your personal information with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

You have a right to **lodge a complaint with your local supervisory authority** if you have concerns about how we are processing your personal information. We ask that you please attempt to resolve any issues with us first, although you have a right to contact your supervisory authority at any time.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

We may ask you for additional information to confirm your identity and for security purposes, before disclosing the personal information requested to you. In accordance with applicable law, we reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive.

You can exercise your rights by contacting us. Subject to legal and other permissible considerations, we will make every reasonable effort to honour your request promptly or inform you if we require further information to fulfil your request.

We may not always be able to fully address your request, for example, if it would impact the duty of confidentiality we owe to others, or if we are legally entitled to deal with the request in a different way.

## **7. CHILDREN'S DATA**

Our Services are not directed to children or adolescents and we do not knowingly collect any personal information directly from children under 16. If you believe that we are processing information pertaining to a child inappropriately, please contact us using the information provided under the 'How to Contact Us' section below so that we may investigate and restrict the data.

## 8. HOW TO CONTACT US

Please contact us with any question you may have:

<b>If you reside in:</b>	<b>Contact Information:</b>
United States of America, Puerto Rico, Mexico, Republic of South Africa, or any country not listed below	John Deere Special Technologies Inc. Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA PrivacyManager@JohnDeere.com
Canada	John Deere Canada ULC Attn: Chief Privacy Officer 295 Hunter Road P.O. Box 1000 Grimsby, ON L3M 4H5 1-905-945-9281 PrivacyManager@JohnDeere.com
Australia and New Zealand	John Deere Limited (Australia) Attn: complete Goods Manager 1660170 Magnesium Drive Crestmead, Queensland 4132 Australia: 1800-800-981 New Zealand: 0800-303-100 PrivacyManager@JohnDeere.com
Argentina	Industrias John Deere Argentina, S.A. Attn: Privacy Manager John Orsetti 481 (S2152CFA) Grenadier Baigorria Province of Santa Fe, Argentina PrivacyManager@JohnDeere.com
Bolivia, Brazil, Colombia, Paraguay, Russia,	John Deere Shared Services Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA PrivacyManager@JohnDeere.com

Other North or South American country	Industrias John Deere, Mexico Attn: Privacy Manager Blvd. Diaz Ordaz, Numero 500 Colonia La Leona, Codigo Postal 66210 San Pedro Garza Garcia, Nuevo Leon, Mexico PrivacyManager@JohnDeere.com
Europe, Commonwealth of Independent States (CIS)	John Deere GmbH & Co. KG Region 2 Sales & Marketing Center Datenschutzbeauftragter Strassburger Allee 3 67657 Kaiserslautern, Germany 49-621-829-01 PrivacyManager@JohnDeere.com

**If you are a resident of Mexico**

**The following section is only applicable if you are resident in Mexico:**

You can limit the use or disclosure of your personal information, or where we are relying on consent for the processing, revoke your consent for the processing thereof, by request by contacting us using the details set out above in the 'Contact us' section, which must contain, at least, the following information:

1. Full name and email address or address, so that we may communicate the response to your request.
2. The documents that prove your identity, or if applicable, that of your legal representative.
3. A clear description of the personal data with respect to which you seek to limit the use or disclosure of.
4. Any other element or document that facilitates the location of your personal data.

If required, we may request additional information.

You will be notified of the response to your request within 15 (fifteen) business days and, if appropriate, will be implemented within a maximum period of 20 (twenty) business days.