

PRIVACY AND DATA STATEMENT FOR JOHN DEERE CUSTOMER ORGANIZATIONS

Updated: October 1, 2024

In addition to the [Enterprise Privacy Statement](#), this Statement applies to Personal Data that we Process in relation to your John Deere Customer Organization. This Statement also addresses Data that may not be considered Personal Data.

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

1. TYPES OF DATA WE COLLECT

In order to provide you with the Customer Organization service, we may Process Personal Data about you including those Personal Data listed in the Enterprise Privacy Statement.

Additionally, your Customer Organization enables you to store, manage, and share information from your operations and your use of other subscriptions and services, including connected services (such as our telematics services) or tools (such as Operations Center) or applications (such as our mobile applications). We will handle that data in accordance with this Statement and as described on our [John Deere Data Services and Subscriptions Statement](#).

In addition to the Personal Data identified in the Enterprise Privacy Statement, we may Process or handle the following data when you create and use your Customer Organization or use one of the connected services:

- Identifiers relating to users, staff and partners with access or connections to your account (users' name and log in details).
- Machine Data, including information about your machines:
 - data indicating the health of your machines- diagnostic codes and other data relating to efficiency and functions; machine settings; software and firmware versions; attachments and implements; machine hours and lifetime usage; and machine location;
- Operational Data, including data about the way you use your machines:
 - information about the way you use your machines - operational settings, throughput, and sensor readings;
 - information about your work and operations - field task details; area worked; machine route; crop harvested and yield data; job results; number of acres and

size and nature of fields; inputs applied; and historical information and reports; and

- Images – some of our services, tools, or applications include the use of cameras that collect images related to your operations.
- Administrative Data, including data about your use of our services and applications:
 - information needed to manage your licenses – dates of enrollment, activation and usage data needed to deliver licensed features and services to you as agreed between you and John Deere; and
 - Transaction and Financial Account Information related to products or services purchased directly from us for your Organization – including information necessary to process payments, manage invoices, and manage balances due and paid.

2. HOW WE COLLECT DATA

In addition to the ways we collect information identified in the Enterprise Privacy Statement, we may also collect data generated by, collected by, or stored in products, equipment, related services or any hardware or device interfacing with products or equipment.

3. HOW WE USE DATA

In addition to the Purposes identified in the Enterprise Privacy Statement, we may process your Personal Data only where we are satisfied that we have an appropriate legal basis to do so. We may Process your Machine Data, Operational Data, and Administrative Data as stated herein and in accordance with the [John Deere Data Services and Subscriptions Statement](#). Some of the additional ways we Process your Data include:

Processing to fulfill contractual obligations: We Process data as required to fulfill our contractual obligations to you, including:

- Delivering Expert Alerts and Maintenance Alerts.

Processing based on our legitimate interest: We may process your Data based on our legitimate interest, including as follows:

- To monitor, maintain and improve our environments, infrastructure, platforms, tools, services, applications, products, equipment and applications.
 - **OPTIONAL Data usage for product improvement:** If you choose not to share data for the purposes of helping us improve our products and services, you may opt out in your **Organization Preferences**. If you opt out of sharing for product

improvement purposes, much of the data that would be used will simply not be collected from you. In some cases, the data may be collected by us, but we will filter out such data from our product improvement data sets.

4. SHARING OF DATA

In addition to the disclosures set forth in the Enterprise Privacy Notice, we may share your data, including as follows:

- We may share in aggregate, statistical form, non-personal data regarding, traffic patterns, and Customer Organization usage with our partners, affiliates or advertisers.
- We will share your data, as directed by you, with third parties. Please note that when you share your information with someone other than John Deere, the recipient may decide to copy, use, modify, or distribute it to others, and John Deere has no control over, or responsibility for, any such activities.

5. DIRECT MARKETING

How we use Personal Data to keep you up to date with our products and services

We may use Personal Data 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 required, as in the EU, we will not market to you without your prior consent.

If 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, and always in compliance with applicable laws and regulations.
- 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 any email marketing messages we send you.
- 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, which you can find here: [Cookie Statement](#)