

# Digital News Service

## Privacy Notice and Consent



**Revision date:** 30.06.2023

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### Information on controller and purpose of data processing

John Deere Walldorf GmbH & Co.KG, John Deere Straße 1, 69190 Walldorf, Deutschland  
("John Deere") collects and processes personal data

- Name, title, e-mail address, gender
- User behavior concerning the use of the Digital News Service
- Optional depending on the activity or request: Address (Postcode, City, Street), phone number, country and language, profession, preferred dealer, company, customer history, machinery used

directly from you and about your activities with us in relation to the Digital News Service.

We use this personal data to send you e-mails as part of our Digital News Service that will contain information about

- Our products and services including promotional material for Agriculture, Turf, Finance as well as our Shop and our activities.
- Documents and Downloads that you requested such as White Papers , calculation results, vouchers or offers.
- Our activities such as contests or quizzes which are also subject to separate terms & conditions and part of the Digital News Service
- Fairs and Trade Shows

We also use this personal data to send you a confirmation e-mail to verify your interest in the Digital News Service, to manage your voluntary participation in our activities and to analyze your use of the Digital News Service (. opening and clicks of E-Mails, your preferences, registrations for activities) and improve our Digital News Service and promotion material.

### Legal basis for data processing

We are processing this personal data based on your consent as a legal basis for data processing in accordance with Article 6 (1) lit. a) General Data Protection Regulation (GDPR).

## Retention period

We keep this personal data until you withdraw your consent and in accordance with our retention policy. However, the withdrawal of your consent does not affect the legality of the processing of your personal data, which took place until the withdrawal of the consent.

## Categories of recipients of personal data

We engaged third party companies who will process this personal Data on our behalf to provide the Digital News Service. We also share with or disclose this personal data to our Affiliates and with your preferred Dealer in case you provided that information as part of one of our activities.

Your personal data is transferred to non-EEA countries with different, and less protective data protection laws (including the United States of America), but, where the latter is the case, John Deere relies on admissible data transfer mechanisms, such as Standard Contractual Clauses, Binding Corporate Rules or the US recipient's Privacy Shield certification, if any.

## Data Subject Rights

You can withdraw your consent at any time by clicking the respective link "Withdraw Consent" in any of the e-mails we are sending you or by sending an email to [MarketingConsent@JohnDeere.com](mailto:MarketingConsent@JohnDeere.com). For information on how to modify your preferences please click the respective link "Preference Center" in any of the e-mails we are sending you. Please be aware that third parties will have access to your preference center in case you decide to forward any e-mail that we are sending you and John Deere disclaims any liability for your actions.

To request access to your personal data, to ask us to rectify or erase personal data or restrict the processing, to object to processing or to exercise any of the other data protection rights available to you, or to request information/a copy of the relevant international data transfer mechanism, please contact us under [www.deere.com/privacy](http://www.deere.com/privacy) or access the "Preference Center" You also have the right to complain to the relevant supervisory authority in the EU Member State of the habitual residence, place of work or alleged infringement of the GDPR.

**More information is available in our long-form privacy statement (see here [www.deere.com/privacy](http://www.deere.com/privacy))**

**By clicking the check box, I confirm that I have read the Digital News Service Privacy Notice and consent to the processing of my personal data by John Deere to provide the Digital News Service.**

