**PRIVACY NOTICE: Syngenta’s myFIELD app (the “App”)**

**Version Date: 24 May 2023**

1. **Introduction**

Please take a few minutes to review this Privacy Notice carefully. We reserve the right to make changes to this Privacy Notice when we release updated versions of the App. If we do so, we will ask you to acknowledge that you have read and understood the updated Privacy Notice before your first use of the updated App.

In this Privacy Notice we use certain defined terms, which we have capitalized. These terms have the meaning given to them in our Terms & Conditions for the App, which form the Agreement between us and you. Please refer to the Terms & Conditions.

**Data Controller.** The data controller is Syngenta UK Limited, reg’d co. no. 00849037, registered office address Cpc4, Capital Park, Fulbourn, Cambridge, CB21 5XE, referred to as **“Syngenta”**, **“we”**, **“us”**, **“our”**.

**Contact details. Y**ou can contact our Data Privacy Champion via email at **dataprivacy.uk@syngenta.com** or via post at the registered office address for Syngenta given above.

**Scope**. This Privacy Notice covers personal data that is processed in conjunction with your use of the App. Personal data is data that relates to you, where you are an identified or identifiable individual.

The App is provided to business customers only, subject to our Terms & Conditions.

1. **Personal data processing:**

**Syngenta as data controller.** Syngenta is the ‘data controller’ where we collect and use your personal data for our own purposes, as set out in the table below. However, you are the data controller (and Syngenta is the data processor) in respect of other data processing activities. Please see section 15 of the Terms & Conditions.

**Syngenta as data processor.** Please note that, in respect of any personal data that you submit when using the App (including as part of Your Inputs), you are the data controller. We are the data processor when we use the personal data you submit to provide the Outputs via the App.

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| **SYNGENTA’S ACTIVITIES AS DATA PROCESSOR** | | |
| **Type of personal data** | **Purposes** | **Lawful grounds** |
| If you give permission for the App to access your device location then Tools which have GPS functionality can track the geolocation of the device when the Tool is in use. Some features (e.g. drawing a Field Location by walking around it) will not work if this is not permitted. Location data is used to obtain weather forecasts for your specified Field Locations in order to provide the services you have requested. | We use this information as your data processor in accordance with the data processing agreement set out in section 15 of our Terms & Conditions in order to produce the Outputs and deliver the services offered by the App. | The lawful ground for processing your personal data is your consent as data controller. |

Syngenta is the data controller where we collect and use your personal data as set out in the table below.

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| **SYNGENTA’S ACTIVITIES AS DATA CONTROLLER** | | |
| **Type of personal data** | **Purposes** | **Lawful grounds** |
| Name, email address, business name, mobile number, post code, role, password for your Account, farm area and crops. | We use this personal data to register and set up your  Account and provide the Tools and Features via the App. | The lawful ground is performance of the contract we have entered into with you (which is governed by the Terms & Conditions that you accepted in order to use the App). |
| Name, email address, business name, mobile number, post code, role, password for your Account, farm area, crops and field location. | We use this personal data to communicate with you via email, about updates to the App, other important functional service messages. | Our legitimate interests in informing you about matters which are relevant to your use of the App and improving the App for you and for future users. |
| We use this personal data to provide technical and customer support | The lawful ground is performance of the contract governing use of the App. |
| We use this personal data to send you user satisfactions surveys and to ask for your feedback about the App or its Contents. | Consent, where this is required under applicable law for the purposes of direct marketing. |
| Name, email address, business name, mobile number, post code, role, password for your Account, farm area, crops and field location. Anonymized app usage | Customer profiling and marketing - we will process this data (and other information that you have provided to us through using other Syngenta products or services) to understand how you have used the App, and what your agricultural needs are. We may then contact you (as a representative of your Business) with relevant information about other Syngenta products and services we think may be of interest to your Business. Where required by applicable law, we will obtain your consent for marketing purposes. You can unsubscribe at any time using the unsubscribe link in our emails or by contacting us as set out below. You can stop direct marketing at any time by contacting us as set out below. | Our legitimate interests in marketing our products and services.  Consent, where this is required under applicable law for the purposes of direct marketing. |
| Name, email and device specific identifiers, (computer type (Windows or Macintosh), operating system name and version, language, internet browser type and version and the name and version of the online services you are using, IP address, the page(s) visited, time visited | We use "cookies" and other similar technologies to collect information and support certain features of our App.  We use this information to provide the App to our users, for maintenance, to ensure the App works properly, to calculate usage level, for statistical purposes about the usage of our App in order to improve its functionality, to help diagnose server problems, to understand how our App is used, to resolve questions regarding App use and for security purposes. | The legal basis for processing activities related to essential cookies is our legitimate interest in providing our App to our users.  The legal basis for processing activities related to non-essential cookies is your consent. |

1. **How** **does Syngenta share personal data?**

**Service providers and partners:** We share personal data with companies and organizations that we work with for the purposes set out above.

These third parties are required by contract to use the personal data we share with them only for the purposes that we have specified and to take commercially reasonable measures to protect the confidentiality and security of your personal data.

**Transfers outside the UK.** We may transfer your personal data to recipients in countries outside the UK. We ensure that personal data will be adequately protected, including by ensuring that the recipient country is deemed to provide an adequate level of protection under applicable data protection laws and, if that is not the case, ensuring that we put appropriate safeguards in place such as standard data protection transfer clauses.

For more information on the 2021 standard contractual clauses issued by the European Commission and the UK international data transfer addendum issued by the UK Information Commissioner’s office see:

<https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/international-transfers/international-transfers-a-guide/#rules>and

<https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/international-transfers/international-data-transfer-agreement-and-guidance/>

**Intra-group transfers within Syngenta:** Our parent company, Syngenta AG, is a Swiss corporation based in Basel, Switzerland (**“Syngenta Parent”**). Syngenta Parent has concluded Intragroup Data Transfer Agreements (IDTAs) with many of its subsidiaries (Syngenta DP Network), including us, to enable the effective transfer and processing of personal data. We use web servers, store and otherwise process personal data within the Syngenta DP Network in countries within the EEA and also in countries outside the EEA, including Switzerland and the United States.

**Transfers to third-parties:** We transfer or otherwise make personal data available to service providers, who process your **personal data under** our instructions to help us to deliver the services offered by our App and to carry out the purposes listed in section 2 above. These service providers include, but may not be limited to:

* **Amazon Web Services**, Inc (AWS), 410 Terry Avenue North, Seattle, WA 98109-5210, USA provides a hosting service in the USA for the platform which hosts our App. The appropriate safeguards in place (within the service agreement between Syngenta and AWS) are standard data protection transfer clauses approved by the European Commission for transfers outside the EEA. For more information please see this link: <https://d1.awsstatic.com/legal/aws-gdpr/AWS_GDPR_DPA.pdf>
* **Amplitude** Inc., 631 Howard St., Floor 5, San Francisco CA 94105, USA provides usage analysis services by processing device data (device model, OS version) in the USA. This data is processed by Amplitude in accordance with Amplitude’s standard terms of service . The appropriate safeguards for transfers outside the UK include the 2021 standard contractual clauses issued by the European Commission and the UK international data transfer addendum issued by the UK Information Commissioner’s office. For more information, please see this link: <https://amplitude.com/dpa>
* **Google** LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. We use Google’s **Google Ads** service for the purpose of advertising and building general audiences across the web and social media. In order to use this service, we provide the email address and postcode or approximate location that you have provided when registering to use the App. Your personal data is processed by Google in the USA in accordance with Google’s standard terms of service. The appropriate safeguards for international data transfers include the 2021 standard contractual clauses issued by the European Commission and the UK international data transfer addendum issued by the UK Information Commissioner’s office for transfers outside the UK. For more information, please see this link:

<https://business.safety.google/adsprocessorterms/?sjid=15945484920525357698-EU> .

**For more information about how Google Ads uses personal data and how to manage your permissions click here:** <https://policies.google.com/privacy#infochoices>

* **Google** LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. We use Google’s **Google Maps** service to enable you to set your Field Location.. We use this data to obtain weather forecasts for the Field Location in order to provide the services you have requested. Your location data is processed by Google in the USA in accordance with Google’s standard terms of service for Google Maps. The appropriate safeguards for international data transfers include the 2021 standard contractual clauses issued by the European Commission and the UK international data transfer addendum issued by the UK Information Commissioner’s office for transfers outside the UK. For more information, please see these links:

<https://business.safety.google/controllerterms/> and

<https://policies.google.com/privacy>

**For more information about how Google Maps uses personal data and how to manage your permissions click here:** <https://policies.google.com/privacy#europeanrequirements>

* **Meta** Platforms Ireland Limited., Block J, Serpentine Avenue, Dublin 4 Ireland. We use a Meta’s Facebook Ads service for the purpose of advertising and building general audiences across the web and social media. In order to use this service, we provide the email address and postcode or approximate location that you have provided when registering to use the App. Your personal data is processed by Meta in the USA accordance Meta’s standard terms of service. The appropriate safeguards for transfers outside the UK are set out in the service terms and include the 2021 standard contractual clauses issued by the European Commission and the UK international data transfer addendum issued by the UK Information Commissioner’s office. For more information, please see these links:

<https://www.facebook.com/legal/terms/customaudience> and

<https://www.facebook.com/legal/terms/dataprocessing> .

**For more information about how Facebook uses personal data and how to manage your permissions click here:** <https://www.facebook.com/help/568137493302217>

**Business transfers.** Your personal data may be transferred to a company that acquires, or considers acquiring, the stock or assets of, or invests in, Syngenta, the Syngenta Parent, one of its affiliates, or one of our businesses (or that company’s advisors, lenders or auditors), for example, as the result of a sale, merger, reorganization or liquidation. The legal basis for this data processing is that we have a legitimate interest in being able to sell or acquire investment in our business. If such a transfer occurs, the acquiring company's use of your personal data would still be subject to this Privacy Notice and the privacy preferences you have expressed to us.

**Compliance with laws and protection of our rights and the rights of others.** We may disclose personal data when this is necessary to comply with the law, a court order, a request from a regulator or a subpoena. The legal basis for this data processing is that it is necessary for compliance with a legal obligation to which we (the data controller) are subject, otherwise that we have a legitimate interest in complying with lawful requests from public authorities. Before disclosing personal data, or making personal data available to, public authorities in third countries, we will consider our obligations to provide an adequate level of protection for the data, except where relevant derogations exist.

We may also disclose personal data to prevent or investigate a possible crime, such as fraud or identity theft (the legal basis being that we have a legitimate interest in protecting ourselves from crime and enforcing or defending our rights; to enforce or apply our online terms of use or other contractual relationship with you (the legal basis being that it is necessary for the performance of a contract with you (where we contract with you as a sole trader) or it is otherwise in our legitimate interest to do so; or to protect our own rights or property or the rights, property or safety of our users or others (the legal basis being that we have a legitimate interest in doing so).

1. **How can you exercise your rights in relation to your personal data?**

We strive to maintain a high level of transparency about the data we process. As regards our processing of your personal data as the data controller, as described in this Privacy Notice, you have the following rights:

* To confirm Syngenta is processing your personal data, to get access to or receive a copy of the personal data we may have about you;
* To require us to rectify or update any inaccurate personal data, or complete any incomplete personal data;
* To require us to delete or erase your personal data;
* To restrict our processing of your personal data;
* To require us to transmit certain of your personal data to you or to transfer or have them transferred to another data controller (data portability); and
* To object to our processing of your personal data on a legitimate interests basis. If we agree with your objection then, subject to other legitimate interests which we may be able to rely on (e.g. in the context of legal claims pending or threatened against us), we will then no longer be allowed to process your personal data;
* **To require that we stop processing your personal data for direct marketing purposes.**

Certain rights are subject to restrictions or limitations, and their availability may depend on the lawful basis we rely on to process your personal data (see section 2 above). Further, we may rely on applicable exemptions under UK or other applicable law in order to deny part or all of your request. If we do so, we will inform you when responding to your request.

**If you wish to exercise any of your above rights, you can contact** our Data Privacy Champion via email at **dataprivacy.uk@syngenta.com** or via post at the address given in the Introduction section at the beginning of this Privacy Notice.

We will respond to your reasonably specified request as quickly as possible after validating the request.

1. **How can you delete your myFIELD Account? How long does Syngenta store your personal data?**

Subject to the below, we intend to store your personal data only for so long as you have an Account. Please note that uninstalling the App will not delete your Account. We will delete your Account if: (i) you inform us that you wish to delete your Account; or (ii) if you do not use the App for a period of eighteen months. Except as set out below, deletion of your Account will delete your personal data. We may retain non-personal data after your Account has been deleted.

For evidentiary purposes, in particular to be prepared for legal disputes or complaints, we may store certain personal data (such as a record of your identity and the fact that you were a user of our App) for a period of time after you delete your Account as long as this is permissible and necessary given the statutes of limitation, so our retention period may vary depending on the circumstances. However, in such cases we will no longer actively process the personal data for the originally specified purpose, but only for the purpose mentioned above. Further we will limit access to your personal data on that basis. The legal basis for such processing is that is it necessary for our legitimate interest in establishing, exercising or defending our rights. We may also retain your personal data after deletion of your Account, if necessary, to comply with an applicable legal obligation.

**Unsubscribe.** You can unsubscribe from myFIELD communications via the unsubscribe link within the communications. You can stop direct marketing at any time by contacting us as set out below, or by using the unsubscribe link in our communications.

1. **Questions, concerns and complaints concerning our privacy practices.**

Should you have any questions, you can contact our Data Privacy Champion via email at **dataprivacy.uk@syngenta.com** or by writing to the address for Syngenta given in the Introduction section at the beginning of this Privacy Notice. You also have a right to lodge a complaint with the supervisory authority in your country of residence. In the UK, that is the Information Commissioner’s Office at https://ico.org.uk/make-a-complaint/data-protection-complaints/data-protection-complaints/ .