

Good Soil Guide Privacy Statement

The Good Soil Guide and its operational partner Atlas Geo-Data are committed to protecting and respecting your privacy.

This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed, stored and disclosed by us. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

Please read the following carefully to understand our practices regarding your personal data and how we treat it. Unless otherwise stated in this policy, by visiting the Good Soil Guide (www.soilguide.co.uk) or by accessing our on-line applications (collectively referred to as our Sites) or using these or any other services related or generated by the Good Soil Guide (collectively referred to as our Services), you are deemed to have accepted the practices described in this policy.

The Good Soil Guide website and on-line applications are owned by, registered to, maintained, administered and operated by Atlas Geo-Data Ltd (UK company No. 8938570) of 1 Auction Mews, Oundle, Northamptonshire PE8 4DU (our registered company address).

Atlas Geo-Data processes personal data as a Data Controller, as defined in the Directive and the General Data Protection Regulation (GDPR). The person(s) responsible for matters relating to privacy and data protection for the Good Soil Guide can be reached at info@soilguide.co.uk

The Good Soil Guide and its on-line applications contain links to and from the websites of other partner networks, suppliers, research organisations, advertisers and affiliates or to websites shared by other users. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

The information we process. Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

The Good Soil Guide only collects and processes sufficient personal information so we can provide our service to you. It's important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. Please note that we do not collect any Special Categories of personal data about you (such as details about your race or ethnicity, religious or philosophical beliefs, sex life, political opinions, trade union membership, information about your health and genetic and biometric data), and we do not collect any information about criminal convictions and offences.

Information you provide. When you use our Sites or Services, there are a number of ways in which you provide information and other data to us. You provide information to us when you fill in forms on our Sites, register to use our Sites or Services, subscribe to requests for updates or further services, report a problem with our site, complete a survey, or correspond with us by phone, email or otherwise.

The information you provide to us includes the following personal information: 1) your name, 2) contact email address 3) postal address and post/zip code. This information can only be collected via the completion and successful submission of online forms that appear on the pages of the Good Soil Guide.

The data described above is necessary for the provision of personal log-in details that permit access to the Good Soil Guide. This is considered to be the legal basis for using the data.

Information we automatically collect. Each time you visit or use our Sites, we automatically collect the following information:

- Technical information, including the Internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, location, network data, browser plug-in types and versions, languages, operating system and platform.
- Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from the Good Soil Guide and its on-line applications, time and date, pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

We use this information as statistical data about our users' browsing actions and patterns, for system administration, platform development, error reporting and to report information to our secure internet hosting provider.

This information is not used for marketing purposes or for commercial gain, but we ask for your explicit consent to process the data described above. However, this information is necessary for the provision of the Good Soil Guide and its associated applications and services. As such we may rely on this as a legal basis for using this data if necessary.

Information we receive from the site analytics of our internet service and website hosting provider. We use the website analytics generated by IONOS to inform our software engineers, website designers and editorial team about how you navigate through the Good Soil Guide and its associated applications, including information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and pages viewed. We use this information to operate and improve our Sites. We ask for your explicit consent to process this data.

How is your information is used. We use information held about you in the following ways:

- To administer and manage your account, provide you with information, products or services you request from us, and to carry out any other obligations arising from any contracts entered into between you and us.
- To ensure that content from our site is presented in the most effective manner for you and for your device.
- To respond to customer service requests and other questions, concerns, or general communications from you.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To measure or understand the effectiveness of the content of the Good Soil Guide.
- To administer the Good Soil Guide for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.
- As part of our efforts to keep the Good Soil Guide safe and secure by conducting analysis required to detect malicious data and understand how this may affect your IT system.
- To drive future product development in line with customer platform and technology use.
- To send our updates, security alerts and other appropriate, non-commercial communications about the Good Soil Guide and its applications.
- To notify you about changes to the Good Soil Guide and its applications.
- To notify you about relevant non-commercial activities sponsored by, or involving, the Good Soil Guide and its applications.

Use of location data. Although you are requested to submit location data, in the form of a postal address, this is simply used to indicate the geo-spatial distribution of the farmers accessing the Good Soil Guide. The

website and its associated applications do not make use of location data that may be sent from your mobile device or computer. This is not something we request and you can turn off this functionality at any time by turning off the location services settings on your mobile device or computer.

How long we store your information. We only keep your personal information for as long as it is necessary for our original legitimate purpose for collecting the information, or for as long as we have your permission to keep it, or for any periods of time prescribed by law or regulation. Once your account has been deleted, we will only retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will delete your personal information when you delete your account or when you send a request to do so to info@soilguide.co.uk

Sharing your information. Except as described below, we will not share your information with any third parties. We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

We share your information with selected third parties only where they are involved in the analysis, development and service provision required to host the Good Soil Guide and its applications. These third parties comply with appropriate data protection obligations and the relevant privacy and confidentiality obligations.

We will never pass your information to a third party for them to use in their own direct marketing or for commercial gain.

We are not permitted to share your personal information with any other members, sponsors, contributors or commercial, political or academic organisations that may be featured in, actively supporting or associated with, either directly or indirectly, the Good Soil Guide and its applications.

Storage and security. The security of your personal information is important to us. All information you provide to us is stored on our internal servers and servers via the web hosting provider IONOS, and we have put in place appropriate physical, electronic, and management procedures to safeguard and secure the data we collect.

Customer files are protected with safeguards according to the sensitivity of the relevant information. Appropriate controls (such as restricted access) are placed on our computer systems. Physical access to areas where personal data is gathered, processed or stored is limited to authorised employees.

Where you have a password which enables you to access certain parts of our Sites, you are responsible for storing this password and keeping it confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Sites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. If you wish to cancel your account or request that we no longer hold your personal information, contact us at info@soilguide.co.uk

International data. Because the membership of the Good Soil Guide is international, the site is hosted on a content delivery network that operates strategic hubs outside of the European Economic Area (EEA). However, at no point is the data we collect from you transferred to, stored at, and processed by companies operating outside the EEA. We will take all steps reasonably necessary to ensure your data is treated as securely as it would be within the EEA and under the GDPR.

Contacting you. If you request access to the Good Soil Guide, the only contact you should receive from us will relate to your personal log-in information, and any updates, revisions or changes made to the content of the Good Soil Guide and the functionality of its applications.

At no point in time should you receive contact from us, unless in response to enquiries for further information or issues related to site access. Any contact will be directly via email from info@soilguide.co.uk

You will not receive marketing communications. We will not contact you by email, text, LinkedIn inmail, social media and other notifications, phone call or other messages on your mobile device, unless you expressly request this.

Legitimate bases. The legal basis upon which we collect, store and process your data is as follows;

- We will ensure that your personal data is processed lawfully, fairly, and transparently and that it will only be processed if at least one of the following bases applies:
- you have given your clear consent to the processing of your personal data for a specific purpose;
- processing is necessary for the performance of a contract to which you are a party (or for us to take steps at your request prior to entering into a contract with you);
- processing is necessary for our compliance with the law;
- processing is necessary to protect someone's life;
- processing is necessary for us to perform a task in the public interest or in the exercise of official authority and the task/function has a clear basis in law; or
- processing is necessary for our legitimate interests or the legitimate interests of a third party (except where there is a good reason to protect your personal data which overrides those legitimate interests), such as:
 - allowing us to effectively and efficiently manage and administer the operation of our business;
 - maintaining compliance with internal policies and procedures;
 - monitoring the use of our copyrighted materials;
 - offering optimal, up-to-date security solutions for mobile devices and IT systems; and
 - obtaining further knowledge of current threats to network security in order to update our security solutions and provide these to the market.

Your right to edit, access or delete your information. Under the GDPR, you have the right to:

- **ACCESS** the information that we hold about you.
- **BE INFORMED** of what data we hold and the purpose for processing the data as a whole or in parts.
- **ERASURE** – request to be forgotten (this is not an absolute right) by ourselves and our affiliates.
- **RECTIFICATION** – have any information that we hold about you that is incorrect or incomplete be rectified by ourselves and affiliates.
- **RESTRICT PROCESSING** of the information we hold about you (so that inaccuracies may be corrected etc).
- **OBJECT** to the processing of your data, including challenging any data we use for the purposes of automated decision-making and profiling.
- **DATA PORTABILITY** – you can obtain and reuse the information that we hold about you.
- **COMPLAIN** to a supervisory authority (e.g. the Information Commissioner's Office (ICO) in the UK) if you think any of your rights have been infringed by us. (We would, however, appreciate the chance to address your concerns, so please contact us prior to taking this step.)

You will not have to pay a fee to access your personal data, or to exercise any of the other rights, unless your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

If you wish to exercise any of these rights, withdraw your consent to the processing of your personal data, or object to our use of your personal information, please email to us at info@soilguide.co.uk

Please note, however, that we may still be entitled to process your personal data if we have another legitimate reason for doing so, such as to comply with a legal obligation.

We will notify you and any applicable regulator of a breach of your personal data when we are legally required to do so.

Changes to this privacy policy. We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on the Sites prior to the change becoming effective. This Privacy Policy, and any changes made to it, remains in effect unless and until we inform you otherwise via these means. We encourage you to periodically review the Sites for the latest information on our privacy practices.

Contact. If you have any questions, comments or requests relating to this Privacy Policy, you can contact us by email at info@soilguide.co.uk