



DairyDataWarehouse B.V. ("DDW") is committed to protecting your privacy and developing technology that gives you the most effective and safe online experience. This Statement of Privacy applies to the processing of herd related data and the use of the DDW platform, the DDW website and the services provided to you by DDW (the "Services").

Website

Collection of your Personal Information

DDW may be collecting personally identifiable information, such as your e-mail address, name, home or work address or telephone number. DDW also collects anonymous demographic information, which is not unique to you, such as your ZIP code.

There is also information about your computer hardware and software that is automatically collected by DDW. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information may be used by DDW for the operation of the Services, to maintain quality of the Services, and to provide general statistics regarding use of the DDW website and Services.

Use of your Personal Information

DDW collects and uses your personal information to operate and deliver the Services. DDW also uses your personally identifiable information to inform you of other products or services available from DDW and its affiliates. DDW may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

DDW will only disclose anonymised and/or aggregated data to third parties, unless to the extent specific consent has been obtained. DDW may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you, but in such cases your details are not shared with these business partners.

DDW keeps track of the Services you use, in order to determine what DDW services are the most popular.

DDW websites will disclose your personal information, without notice, only if required to (a) do so under applicable law; (b) to comply with legal process; (c) to respond to governmental requests; (d) to protect the rights, privacy, safety or property of DDW, the affiliated entities, you or others; and (e) to permit us to pursue available remedies or limit the damages that we may sustain.

Use of Cookies

The DDW Web site uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a webpage server. Cookies cannot be used to run programs or deliver viruses to your

computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize DDW pages, or register with DDW Services, a cookie helps DDW to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses and so on. When you return to the same DDW website, the information you previously provided can be retrieved, so you can easily use the DDW features customized for you.

You have the ability to accept or decline cookies. If you choose to decline cookies, you may not be able to fully experience the interactive features of the DDW services or websites you visit.

Processing herd data

Herd data is processed on behalf of, and in accordance with the instruction from, those making this data available.

DDW may use herd data for internal business purposes, such as data analysis, providing customer support, customizing and improving our Services, product development, providing, selling and licensing products and services based on anonymised and/or aggregated herd data, meeting government regulatory requirements, and so forth.

Access and rectification

DDW complies with applicable law regarding your ability to access, correct and delete your personally identifiable information. If you have an online account, you may be able to log into your account to access and update certain information you provided to us. If you need assistance updating or deleting your personal information, please contact us via email to info@dairydatawarehouse.com. Please provide your name, address, and detailed information about the change you would like to make.

Security of your Personal Information

DDW secures your personal information from unauthorized access, use or disclosure. DDW secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Data Protection Authority

The Dutch Data Protection Authority (College Bescherming Persoonsgegevens) is notified of the processing of personal data.

Changes to this Statement

DDW will occasionally update this Statement of Privacy to reflect company and customer feedback. DDW encourages you to periodically review this Statement to be informed of how DDW is protecting your information.

Contact Information

DDW welcomes your comments regarding this Privacy Statement. If you believe that DDW has not adhered to this Privacy Statement, please contact DDW at info@dairydatawarehouse.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.