



Lely Data Charter – T4C

The Lely Data Charter for our T4C management software is designed to secure customers' and partners' interests and to emphasize our commitment to appropriate data collection, data management (including storage) and data sharing (including distribution).

In this Lely Data Charter, we explain how we secure your interests regarding collecting, analyzing, reporting and sharing data. The application of the Lely Data Charter is supported by the governance rules (see Annex 1.) The relevant legal provisions are captured in the end user license agreement between Lely and you.

Our promises

The Lely Data Charter is based on four promises:

1. **Privacy, security and safety**

Lely is committed to respecting the privacy of our customers and partners and provide security of data at all times whilst applying the generally acceptable data safety standards. Lely's community of farmers and other stakeholders are global in nature, which means that we take note of all relevant laws and regulations covering data storage, access and usage in all jurisdictions wherever in the world our farmers and other stakeholders operate. Lely will comply fully with all national and international data privacy regulations.

2. **Control**

You are in control both of the data collected from you and whether it is shared. That is why you must give your permission before Lely can collect, analyse, report or share (specific parts of) your data with a third party (unless we are obliged to share the data for legal or regulatory purposes).

3. **Transparency and decision support**

We want to help you understand why and how our use of data can help you and we want to learn how we can best support you with data analysis and reporting.

- a. **Transparency:** we will be transparent and proactive concerning our data policies and data partners, ensuring that you understand and feel comfortable with our data solutions and policies.
- b. **Decision Support:** We want to support you as effectively as possible with data analysis and reporting, so that you benefit from the use of data today and in the future.

4. Value

The data created through the use of Lely's products has value. If you choose to share that data, this value will increase for you when Lely uses your data for your benefit, either through providing valuable insights or by improving our products and services.

Purposes of Data collection

A customer or any other relevant party always decides on the use of (specific parts of) their data, controlling access as well as distribution. Lely may use anonymized and aggregated data sets for innovation or benchmarking purposes, to serve the best interests of customers. For example through new product and services development, gaining insights to improve efficiencies in farm management or adjust Lely service-levels to our customers' specific needs.

We will use data for three purposes:

- a. Our primary purpose is to continue providing you with the services that we have contracted to supply, keeping customer products and services fully operational. We can only do this by using the actual data from your Lely T4C systems;
- b. We use data to establish insights that will enable you to derive more value from our T4C management software. With these insights, we can develop functionality in our T4C management software, which will help you as a farmer to operate your farm in a more efficient manner;
- c. Additionally, we will use the insights for our research and development to create new and improved systems and agricultural equipment for a sustainable, profitable and enjoyable future in dairy farming.

Annex 1. The governance rules for data management

Each customer or concerned party can be assured that we will only utilize data if the customer or concerned party actually uses the T4C platform that stores the data, generates and delivers services. In doing so, specific governance rules are:

- We will not rate individual performance of a farmer or a party ("customers") against the performance of others, unless the customer specifically requests us to do so, or as part of a benchmark using anonymized data.
- We will not provide data to third parties without the customer's consent. We reserve the right to provide aggregated datasets, which contain customer data to third parties, which can never be related to a customer's farm or to an individual cow, which is part of a customer's herd.



- We will periodically report to our customers any insights that we have gained, together with an explanation of how we intend to deliver a customer benefit from these insights.
- At any time, customers can opt-out of our use of data for other purposes than our primary purpose.
- Should we fail to observe these rules, a customer can hold us accountable. To do so, a customer can start the procedure by sending a message to dataservicedesk@lely.com. We will always investigate your complaint and respond to it as soon as possible.
- We can change the Lely Data Charter at any time. When we do so, we will publish the updated Lely Data Charter on our website www.lely.com and directly to our customers via the T4C device.