

PRIVACY POLICY

Effective as of November 3, 2022

This Privacy Policy ("Privacy Policy") explains how OneSoil AG (data controller) and OneSoil Sp. z o. o. (data joint controller) (collectively "Company", "OneSoil" or "we" or "us") collect, store, use, and disclose personal information from our users ("you", "user") in OneSoil Scouting mobile/web applications, OneSoil Yield application, other applications, websites (onesoil.ai and its subdomains), and related services and goods (collectively, "App").

PLEASE BEAR IN MIND THAT ONESOIL IS A DATA COMPANY. HOWEVER, WE DO NOT SELL YOUR PERSONAL DATA. WE ONLY USE DATA IN AN ANONYMIZED FORM FOR PRODUCT DEVELOPMENT AND THE APP IMPROVEMENTS.

1. ACCEPTANCE OF PRIVACY POLICY

Users shall provide consent for the collection, processing (including automated decision-making), use, and transfer of their data to use the App. We consider your consent and/or our legitimate interest as the legal basis for processing your data. We adapt the App so that you can provide consent in full compliance with applicable law (for example, by clicking "I give consent"). You can revoke your consent by deleting your profile or, if deletion is impossible, by exercising your Section 6 rights.

2. CHANGES TO PRIVACY POLICY

We may periodically change, amend, or update this Privacy Policy. If we materially change your rights, we will notify you by email, through the App, or by presenting you with a new Privacy Policy to accept. We also advise reviewing the Privacy Policy page. Your continued usage of the App after the updated Privacy Policy's effective date shows your consent to the amended Privacy Policy. We will ask you for your consent if we change your rights or purposes.

3. DATA WE COLLECT ABOUT YOU

When you install or use the App (create an account, register, upload information using the App, subscribe to a mailing list, join promotion, order a product, comment, contact us for any reason), we may automatically collect information directly or through our third-party analytics providers, including personal data. If under applicable law it is defined so ("**Data**"). If in the Privacy Policy we use "Personal Data", by this, we refer to your personal data or information under applicable law.

| Purpose of processing | Type of data | Do we collect the information automatically? |
|---|--|--|
| Analytics of application usage, performance, and crashes | <ul style="list-style-type: none">- Firebase installation ID- Crashlytics Installation UUIDs- Crash traces- Device specs- IP Address- Analytics App Instance ID- User's ID | + |
| Marketing analytics | <ul style="list-style-type: none">- IDFV- App version and build number- Bundle ID- Device ID- OS version- Cellular provider- Network carrier- Country code and time zone- Wi-Fi and Bluetooth information- Hardware width, height, and name, settings, system language, model- The advertising identifier of your phone (AAID, IDFA) | |
| Core application features/Marketing | <ul style="list-style-type: none">- Email, name and surname | If you sign up / provide |

| | | |
|--------------|---|---|
| | - Geolocation information (GPS data) | If you give permission and only while using the App |
| | - User-generated content (notes, field parameters, comments, photos, etc.) | If you generate |
| Other | - Phone number, address, zip code, demographic information | If you login through social media/ provide us with |
| | - Name and surname - Agricultural data of your field/farm - Name of the farm, field. Field's boundaries and crop - Types of problems that you have on your farm field - The number of sprouting per square meter - Information when you fill out the registration form and submit it - Machine data | If you provide us with |
| | - History (logs) of our interaction through in-App chat - Information about browser, online browsing data, search terms, search results | + |
| | - Information that is gathered about your interaction with the App via cookies or similar technologies. | +/if you consent |

If the Data covered below is aggregated and anonymized, so it is no longer reasonably associated with an identified or identifiable natural person, we may use it for any business purpose (for example, to train our algorithms on a large-scale using AI or machine learning).

4. HOW WE MAY USE YOUR DATA AND WHAT FOR

We may use your Data for the following reasons:

1. To provide the App services and related support to you, such as enabling you to use the App to organize, visualize and evaluate information about your farm operation, and receive information, estimates, agronomic prescriptions or other advices from OneSoil and other third-party sources relevant to your farm operation, respond to your comments, questions, inquiries, requests and provide customer service etc.
2. To improve OneSoil agronomic or scientific knowledge, develop and improve our products and services, assess and compare product performance, or analyze customer behaviors and market trends.
3. Understand how you use the App and usage trends. We use such services as tracking and analytics tools.
4. Share your personal information with integrated Third-party services for such integrated Third-party services to provide you with additional functionality within the App. Contact you when needed through email and the App.
5. Send technical notices, updates, security alerts, promo, marketing materials (including materials from our partner companies), push notifications, newsletters, and administrative messages.
6. Provide our marketing and promotion campaigns. To administer promotions or programs we offer. We will only use your personal data to provide product discounts or inform you about offers or programs for which you may qualify , and we WILL NOT share it with any unaffiliated third-party for its marketing purposes without your permission.
7. Perform all other actions required for the maintenance and support of the App.
8. To deliver targeted advertising to you. Personalize content and ads based on interests, location, and more.
9. Protect our App. To keep our App safe, including fraud monitoring and prevention.
10. Save or protect an individual's vital interest. When necessary, save or protect such interest and prevent harm.
11. Creating user accounts and managing them
12. Your feedback collection
13. Processing payment, managing and processing your order(s)
14. Handling complaints and claims
15. For other legal purposes, if we have a legal obligation, or need to pursue or defend against legal claims, that involve the use of your information, perform internal financial activities like auditing or billing.
16. Delete, forbid, or block user-generated content (as defined in Terms of use) that violates Privacy Policy and Terms of use or investigate illegal or suspicious App use.

17. To suggest agronomic recommendations to you or warn you of potential dangers to your crops, such as trends associated with weather patterns or planting areas, and providing product and other agronomic advice. More about it you can find in our Terms of Use.
18. To develop OneSoil by making product advancement, deployment, and distribution decisions, enhancing product and service quality, forecasting, and finding methods to run more effectively or expand our business.

If we wish to use your data for any other purpose, we will only do so with your consent and only for the purpose for which you grant consent, unless the law requires us to do otherwise.

5. HOW WE SHARE YOUR DATA WITH THIRD PARTIES FOR PROVIDING OF ONESOIL SERVICES

We use cloud servers of external vendors and hosting companies to store your uploaded data for the purposes stated in Section 4. We only share your data as specified in the Privacy Policy. If we share your Data otherwise than indicated in the Privacy Policy, we will ask for your separate consent.

With the following third-party services, we share your Data:

(You can find the privacy policies of these services on their respective websites).

1. **Amplitude.** Amplitude is a behavioral analytics product that enables us to see and analyze how you navigate through the App, what features you prefer the most, and how to improve your experience with the App.
2. **Firebase.** Firebase is an analytics product from Google, Inc. that allows us to track crashes of the App, monitor events in the App, and provide us stats regarding the use of the App. Firebase may collect certain device identifiers to understand what devices and particular incidents and events happen under which circumstances.
3. **Facebook Analytics, Google Analytics and Yandex Metrika.** We use Facebook Analytics, Google Analytics and Yandex Metrika tools to track installs of our App and other stats. Normally, Facebook, Google and Yandex collect only non-personally identifiable information, though some personal data like device identifiers may be transferred to Facebook, Google and Yandex.
4. **Intercom** - Intercom is a software company specializing in business messaging, providing businesses with a way to chat with their customers.
5. **HelpCrunch** - customer communication platform combining live chat software, email marketing, help desk, knowledge base, and more tools.
6. **CleverTap** - is a customer engagement and retention platform that provides the functionality to integrate app analytics and marketing.
7. **Adjust** - mobile marketing analytics platform.
8. **LinkedIn Analytics** - an analytics tool that measures the effectiveness of social strategies or ad performance.
9. **BigQuery** - a data warehouse that enables scalable data analysis.
10. **SendInBlue** - is a marketing SaaS solution. We use it for email marketing.

We require third parties to use personal data we transfer only for the stated purpose and not keep it longer than needed.

Likewise, we may disclose your personal data for the following reasons:

- (1) to comply with applicable law, regulation, court order or another legal process;
- (2) to respond to claims that your use of the App violates any third-party rights.
- (3) If our App or company is merged or acquired or otherwise restricted corporately, your information may be transferred to a new owner.
- (5) if we suspect that OneSoil's policies have been violated;
- (6) if we have reason to suspect that someone is causing harm to our rights or property, to other users, or to anyone else;

With third parties/employees that run our services, send communications, and execute marketing campaigns and promotions. We expect OneSoil service providers that access your personal data to adopt data protection policies comparable to those in this Privacy Policy.

OneSoil dealers or distributors for product and service communication.

With other parties, you permit accessing your account or sharing your data, such as other App services users and OneSoil Partners, according to your App service settings and customizations.

We will not share your information with unaffiliated third-party vendors or website owners for marketing without your consent.

Integrated Third-Party services. Certain integrated Third-party services may access your personal data the same way as the Company. Integration of these Third-party services into the App gives you additional functions (in-App chat, push notifications, etc.) that enrich your App experience. We will periodically update the Privacy Policy with information about what integrated Third-party services we currently have in place and how to utilize such services in the App.

Social logins. Our App allows you to register and login with Facebook, Apple, or Google logins. If you choose to do this, we will receive an email and/or your full name from your social media provider. We do not control and are not responsible for other usages of your personal information by your third-party social media provider. We advise you to review their policies.

Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

With Affiliates. We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. OneSoil affiliates include our parent company and any other subsidiaries, joint venture partners or other companies that OneSoil control or that are under common control with us.

With other users: when you share your data in the App or interact in the public areas with other users, such information may be viewed by all users in the App or may be publicly distributed outside if you wish to (for example, by sharing your notes in the App on social media).

You own choices. You may share your content using any third-party services available through the App (for example, email providers). Kindly note that this Privacy Policy does not govern any such third-party services. For instance, you may email us to share your photo using your Google account, and then all applicable Google privacy policies will apply. We are not responsible for third-party services when you access and use Third-party services via the App. We do not endorse or make any warranties or representations about such Third-party services.

Aggregated Information. We may also share aggregated, anonymized, or disidentified information, which cannot reasonably be used to identify you. For example, we may share in articles, blog posts, scientific publications, general age demographic information, and aggregate statistics about certain activities or symptoms from data collected to help identify user patterns.

6. PROCESSING PRINCIPLES. USER RIGHTS

We store your information as long as it is reasonably necessary for the goals contemplated in Section 4.

We fully adhere to data minimization, transparency, purpose limitation, accountability principles, and data retention security in our App's operations. Likewise, we retain your personal data for as long as it is required under applicable law or for you to use the App.

Depending on the applicable law, you may have a right to access, rectify, or erase your personal data and others. Some other rights may also be relevant only under certain applicable laws (like the EEA, Switzerland and UK). To exercise your rights or to be informed about your rights, you can write to us at hello@onesoil.ai. We will consider and act upon any request under applicable data protection laws and respond to your request.

Modification, correction, and erasure. You may modify, correct, erase, and update your personal data by writing us at hello@onesoil.ai or in the in-app chat.

Access. You have a right to access personal data you provided to the App and ask us about what kind of personal data we have about you. You can write to us at hello@onesoil.ai in the in-app chat.

Withdrawing consent: you are entitled to withdraw your consent at any time. You can withdraw your consent at any time by contacting us at hello@onesoil.ai. Note that this will not affect the lawfulness of the processing before its withdrawal, nor when applicable law allows.

Right to lodge a complaint. If you believe we are unlawfully processing your personal data, you also have the right to complain to the local data protection supervisory authority. If you are in Switzerland, the contact details of the data protection authorities are available [here](#). For the EEA or UK, contact details are [here](#).

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications by clicking on the unsubscribe link in the emails we send or by contacting us using hello@onesoil.ai. However, we may still communicate with you—for example, to send you service-related messages necessary for your account's administration and use, respond to service requests, and do other non-marketing activities.

Data portability: It is the right to ask for any data supplied directly to OneSoil. Such data will be provided in a structured, commonly used, and machine-readable format.

Account Information: If you would like to review or change the information in your account or terminate it, you can

- Log in to your account settings and update your user account or delete it.

- Contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

Automated decision-making and profiling. Individuals have the right to object to having decisions made about them by automated processes or profiling

EU residents. General Data Protection Regulation (GDPR) gives EU residents certain personal data rights, such as

- Rectification of personal data and Restriction of Processing.** You are responsible for ensuring the accuracy of personal data that you submit to OneSoil. Inaccurate information will affect your experience when using the OneSoil websites and tools and our ability to contact you as described in this Privacy Policy. If you believe that your personal data is inaccurate, you are entitled to contact us and ask us to correct such personal data by contacting us at hello@onesoil.ai. You shall also have the right to request the restriction of processing of your personal data if you contest the accuracy of the personal data, and we need some time to verify its accuracy.
- Access to your personal data and data portability.** The App allows you to access and update personal data within the App and your account settings. You shall have the right to request information about whether we have any personal data about you, or to access your personal data (including in a structured and portable form) by writing to us at hello@onesoil.ai.
- Erasure of your personal data.** If you believe that your personal data is no longer necessary to the purposes for which it was collected or otherwise processed, or in cases where you have withdrawn your consent or object to the processing of your personal data, or in cases where the processing of your personal data does not otherwise comply with the GDPR, you are entitled to contact us and ask us to erase such personal data as described above. You can simply write to us at hello@onesoil.ai. Please be aware that erasing some personal data inserted by you may affect your possibility of utilizing the App and its features. Erasure of some personal data may also take some time due to technical reasons.
- Right to object to the processing of your personal data.** You can object to processing your personal data and stop us from processing your personal data. Write to us at hello@onesoil.ai. Please be aware that erasing some personal data inserted by you may influence your possibility of using the App and its features.
- Notification requirements.** We commit to notifying you within a reasonable time and your data protection authority within the timeframe specified in applicable law (72 hours) about any personal data breaches in the App.
- Data Protection Authorities.** Subject to GDPR, you also have the right to (i) restrict our use of personal data and (ii) lodge a complaint with your local data protection authority about any of our activities that you deem non-compliant with GDPR.

In case of vague access, erasure, objection, or other rights requests, we may engage the individual in a dialogue to better understand the request and locate responsive information. If it's impossible, we may deny your request.

We may require you to prove your identity to exercise your rights. It ensures that your request violates no rights of third parties, and the rights described in this section are exercised by a relevant personal data subject or an authorized person.

Note that we will grant your request within 30 days of receiving it, but it may take up to 60 days in some cases, such as for full erasure of your personal data stored in our backup systems due to the size and complexity of our data storage systems.

7. SECURITY OF PERSONAL DATA

We take all reasonable and appropriate measures to protect personal data from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. We protect your personal data with the following measures:

- Pseudonymization and tokenization of certain categories of your personal data;
- Encryption of your personal data in transit and rest;
- Organizational and legal measures. For example, our employees have different access levels to your personal data. Only those in charge of data management get access to your personal data and only for limited purposes required for the operation of the App. We impose strict liability on our employees for any disclosures, unauthorized accesses, alterations, destruction, or misuse of your personal data.

You can protect your information by choosing and protecting your password, not sharing it, and preventing others from using your device. No security system is perfect, so we can't guarantee the App's security or that your information won't be

intercepted. If we learn of a security systems breach, we may either post a notice or attempt to notify you by email. We will take reasonable steps to remedy the breach.

We process information for the purpose for which it was collected. To the extent necessary for these purposes, we take reasonable and appropriate steps to ensure the information in our care is accurate, complete, current, and reliable.

8. INTERNATIONAL DATA TRANSFERS AND HOW WE KEEP DATA

We are collecting data on the servers in the European Union.

We will not transfer personal data outside the EEA, Switzerland, or the United Kingdom unless we take necessary measures to provide adequate protection for such personal data consistent with the requirements of the applicable laws.

Standard contractual clauses. Accepting the Privacy Policy gives us consent for international data transfer.

To the extent we process, or causes to be processed, any personal data originating from the EEA, Switzerland, or the United Kingdom in a country that has not been designated as providing an adequate level of protection for personal data, the personal data shall be deemed to have adequate protection (within the meaning of applicable laws) by the standard contractual clauses that we enter with our Third-party providers.

We use the cloud servers of Google Cloud and Amazon Web Services. Google LLC and Amazon.com, Inc. are self-certified under the EU-US and EU-U.S. Privacy Shield Framework. They are subject to obligations of data protection requirements when transferring personal data from the European Union and Switzerland to the United States, supporting transatlantic Commerce.

9. HOW LONG DO WE KEEP PERSONAL DATA?

After users terminate their accounts, we delete data of the users, but we may store some essential for a reasonable duration to assist reactivation unless a user hasn't asked us to delete their information. Contact hello@onesoil.ai to terminate and permanently deactivate your account.

If a user account has been inactive for 2 years, we delete such account and data related.

We may need to keep certain information for longer periods, such as record-keeping / reporting under applicable law or for other legitimate reasons like enforcement of legal rights, fraud prevention, etc.

Anonymized and aggregated information, neither of which identifies you, may be stored indefinitely.

Even if you opt-out of receiving promotional and marketing materials, we may still contact you about our business (e.g., any purchase of our products or use of our services, or responses to your requests for information, either through the website or otherwise).

10. CHILDREN'S PRIVACY

The App is not intended or designed to attract anyone under 18 years old. We do not collect personal data from anyone we know under the age of 18. You may not use the App if you are under 18.

11. PUSH NOTIFICATIONS

We may request to send you to push notifications regarding your account or features of the App. If you want to opt-out of receiving these types of communications, you may turn them off in your device's settings.

12. THIRD-PARTY LINKS & USE OF YOUR INFORMATION

Our App may contain links to other websites or services we do not operate. This Privacy Policy does not cover the privacy practices of third parties, including those operating websites or services linked to the App. We recommend reviewing each website's privacy policies. We don't control third-party sites' content, privacy policies, or practices.

13. COOKIES. REMARKETING SERVICES

We use third-party providers to collect and analyze information about your use of the App. These providers may collect information about your online activities over time and across third-party websites and other online services using cookies and other tracking technologies discussed above in connection with your use of the App. You may be able to manage how these providers collect information by changing your browser's cookie settings. And remember that changes you make for one browser won't carry over to other browsers you use.

Analytics services we use include Google Analytics. For information about how Google Analytics collects and processes data, please visit www.google.com/policies/privacy/partners/.

The App uses cookies. We may use cookies, similar tracking technologies, web beacons, and third-party services to collect your usage data for tracking, analysis, and improvement.

Disabling Cookies may affect the App functionality. Disabling cookies may disable certain functionality and features. We use cookies related to account, login, email, newsletters, orders processing, surveys and site preferences.

We use Google Ads Remarketing, Meta Ads Manager, Meta Pixel, Google Tag and advertising user ID ("Tools") to promote and advertise OneSoil on the Internet. Tools allow us to tailor our marketing to better suit your needs and display more relevant ads.

The tools do not identify you or provide access to your computer or mobile device.

Tools might display ads to you based on what parts of the OneSoil App you have viewed and/or pages viewed by you on the App by placing a cookie on your web browser or by using an advertising user ID in the mobile version of the App. OneSoil ads can be shown on Google search results pages, Google Maps, Google Display Network, Meta feed, Meta Audience Network etc.

We do not use dynamic remarketing. The Tools are not used to transfer your data to other websites/third parties, for example, that you visited a particular page, so show you ads relating to that page but from other advertisers (not OneSoil). Any third-party vendors, including Google, do not use the Tools cookies and/or device identifiers to serve highly personalized ads based on someone's past visits to our App.

Suppose you do not wish to see ads based on remarketing audience lists and your previous activity in App from OneSoil. In that case, you can opt out from personalized ads in several ways:

1. Opt out of Google's use of cookies by visiting Google's Ads Settings.
2. Opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page.
3. By changing your consent in our cookie consent window (Functional, Analytics, Performance, Advertisement sections) or by deleting cookies from your browser (for our website <https://onesoil.ai> and the web version of the App <https://app.onesoil.ai/>).
4. For the App's mobile version – by deleting cookies /block ads in your device's settings.

You can find the list of all cookies we use on the website [here](#).

14. BILLING AND PAYMENTS

We may provide paid products and/or services within the App. In that case, we may use third-party services for payment processing (e.g., payment processors). Third-party services may request credit card or other payment account information, which will be used solely for processing payments. We won't store your card/bank account details. Our third-party payment processors receive this information, and their privacy policies govern their use of it.

Your purchase transaction data is stored only as long as necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

15. CONTACT US

If you have questions about this Privacy Policy, contact us at:

Controller: OneSoil AG, Churerstrasse 54, 8808 Pfäffikon, Switzerland

Joint controller: OneSoil sp. z o.o., ul. Dzielna 60, 1 floor, Warsaw, Poland

Email: hello@onesoil.ai