



# GrapeVision Data Privacy Statement

This GrapeVision website (hereinafter the “Website“) is provided by Bayer Crop Science Schweiz AG, Peter Merian-Str. 84, 4052 Basel, Switzerland (hereinafter “us” or “we”). For further information regarding the provider of the Website, please refer to our imprint: [www.grapevision.com](http://www.grapevision.com).

Information on other selected non-Website related data processing activities performed by us and all of our affiliates (e.g. when you give us a business card or we collect your data from publicly available sources) can be found in the [privacy information for selected specific processing activities](#).

## I. Handling of personal data

In the following we wish to provide you with information on how we handle your personal data when you use our Website. Unless otherwise indicated in the following chapters, the legal basis for the handling of your personal data results from the fact that such handling is required to make available the functionalities of the Website requested by you (Art. 6(1)(b) General Data Protection Regulation).

## II. Using our website

### A. Accessing our website

When you call up our Website, your browser will transfer certain information to our web server. This is done for technical reasons and required to make available to you the requested information. To facilitate your access to the Website, the following information is collected, briefly stored and used:

- IP address
- Date and time of access
- Time zone difference to Greenwich Mean Time (GMT)
- Content of request (specific site)
- Status of access/HTTP status code
- Transferred volume of data
- Website requesting access
- Browser, language settings, version of browser software operating system and surface
- Geolocation data

Moreover, to protect our legitimate interests, we will store such information for a limited period of time in order to be able to initiate a tracking of personal data in the event of actual or attempted unauthorized access to our servers (Art. 6(1)(f) General Data Protection Regulation).

### B. Access to your device’s interfaces

In order to enable our services to function properly, we need to access and use the following interfaces of your device for the following purposes:

Based on Art. 6(1)(a) General Data Protection Regulation you may, on a voluntary basis, provide us with the access to your **camera** for enabling camera integrated features. Based on our services, you will be able to capture picture in the field to report any events with the mobile application. If you disable this functionality you will not be able to use this specific feature, but our main services will remain



available for you. Shared information will be stored on our server and deleted once you delete your user account.

Based on Art. 6(1)(a) General Data Protection Regulation you may, on a voluntary basis, provide us with the access to your **location information**. Access to your location will allow us to identify the closest field in the mobile application. If you disable this functionality you will not be able to use this specific feature, but our main services will remain available for you. Information shared will remain on your device and will not be stored on our servers.

#### C. Registration and login

In order to be able to use certain services of our Website, you need to first register an account with us, where you are able to determine your personal login credentials that you need to be able to log into your personal account. For this registration and subsequent login procedure, we collect the following information about you:

- Name and surname
- Contact data (e.g. postal/email address or phone number)
- Username and password
- Country

We process this personal data in order to provide you with access to the services of our Website. They are deleted if you deactivate your user account.

#### D. Sharing your data with advisors, retailers and processors

If you decide to share your personal data with advisors, retailers or other processors within the Website in order to receive additional guidance or advice, we may process the following data provided by you:

- Geolocation of your farm
- Plot information
- Type of Grape varieties
- Treatments used

The legal basis for processing your personal data for this purpose is your consent (Art. 6(1)(a) General Data Protection Regulation). Sharing your personal data for this purpose is purely voluntary and it will be processed until you delete it.

#### E. Internal analysis

To prepare internal dashboards we will process the following personal data available in the Website:

- Country
- Geolocation of your plot
- Plot information
- Treatments used



We process this personal data based on our legitimate interest (Art. 6(1)(f) General Data Protection Regulation) to monitor the progress of the project i.e. extension, usage; as well as to understand our product usage to plan our commercial and marketing processes accordingly. For this purpose, we are building dashboards and statistical reports for internal analysis and sharing his data only within Bayer. We will only process the data if your data is in the system, once you delete your data from the system, we won't be able to process it for this purpose.

#### F. Research and development purposes

For research and development of new products and services we will process the following personal data to the extent available in the Website:

- Geolocation of your plot
- Plot information
- Treatments used

We process this personal data based on our legitimate interest (Art. 6(1)(f) General Data Protection Regulation) to improve our agronomic or scientific knowledge, develop and improve GrapeVision and our other products and services, assess and compare product performance, or analyze customer behaviors and market trends. We will only process the data if your data is in the system, once you delete your data from the system, we won't be able to process it for this purpose.

#### G. Personal data received from agricultural platforms

If you are using platforms offered by third parties and decide to share your personal data voluntarily through their platform with Us (Art. 6(1)(a) General Data Protection Regulation), we will process your personal data for the above-mentioned purposes.

If we did not receive your personal data from these providers, we will not share your personal data with them.

#### H. Setting of cookies

##### 1. What are cookies?

This website uses so-called "cookies". Cookies are small text files that are stored in the memory of your terminal via your browser. They store certain information (e.g. your preferred language or site settings) which your browser may (depending on the lifespan of the cookie) retransmit to us upon your next visit to our website.

##### 2. What cookies do we use?

We differentiate between two main-categories of cookies: (1) strictly necessary cookies, which are essential to browse the website and use its features, and (2) optional cookies (e.g. analytic cookies, targeting cookies, functional cookies) used for e.g. website analysis, website personalization and marketing purposes. The following table provides a detailed description of the optional cookies in use.



### 3. Optional cookies

Name	Purpose and Content	Lifespan	Provider	
Gigya cookies (hasGmid, ucid, gmid)  Domain: gigya.com	To keep the user session active (user data is not stored in cookies but session token is stored).	Up to 10 months	SAP	Accept / Reject toggle button
Google Map cookie (__Secure-ENID)  Domain: google.com	This cookie is set by Google and is used to store user preferences and information, such as language preferences and customized search results.	Up to 13 months	Google	Accept / Reject toggle button

### 4. Subject to your consent

We only use optional cookies if we have obtained your prior consent (Art. 6(1)(a) General Data Protection Regulation). Upon your first access to our website, a banner will appear, asking you to give us your consent to the setting of optional cookies. If your consent is given, we will place a cookie on your computer and the banner will not appear again as long as the cookie is active. After expiration of the cookie's lifespan, or if you actively delete the cookie, the banner will reappear upon your next visit to our website and again ask for your consent.

### 5. How to prevent the setting of cookies

Of course, you may use our website without any cookies being set. In your browser, you can at any time configure or completely deactivate the use of cookies. This may, however, lead to a restriction of the functions or have adverse effects on the user-friendliness of our website. You may at any time object to the setting of optional cookies by using the respective objection option indicated in the table above.

#### I. Website analysis and online behavioral advertising

### 6. Website analysis with Google

On our Website we use a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("**Google**"). Google will analyze your use of our Website on our behalf. To this purpose, we use the cookies described in more detail in the above table. The information collected by Google in connection with your use of our Website (e.g. the referring URL, our webpages visited by you, your browser type, your language settings, your operating system, your screen resolution) will be transmitted to a server of Google in the US, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. Your usage data will not be connected to your full IP address during this process. We have activated on our Website the IP anonymizing function offered by Google, which will delete the last 8 bits (type IPv4) or the last 80 bits (type IPv6) of your IP address after each data transfer to Google.



Moreover, by concluding specific agreements with Google we ensure that an adequate level of data protection is maintained with respect to the processing of personal data by Google in the US.

You may withdraw your consent to the use of web analysis at any time, either by downloading and installing the provided Google Browser Plugin or by administrating your consents in the table above, in which case an opt-out cookie will be placed. Both options will prevent the application of web analysis only as long as you use the browser on which you installed the plugin and do not delete the opt-out Cookie.

Further information on Google Analytics is available in the Google Analytics Terms of Use, the Privacy and Data Protection Guidelines of Google Analytics and in the Google Privacy Policy.

### III. Recipients of personal data

#### A. Commissioned processing

For the processing of your personal data we will to some extent use specialized service contractors that process your data on our behalf (e.g. for IT-Support or cloud services). This includes in particular also:

CapGemini Global which operates and maintains the Platform for us

Supper & Supper GmbH Saarbrücker Str. 20, 10405 Berlin, Germany,  
which operates on the model optimization for us

Respective data processing agreements, they will only process personal data in accordance with our instructions.

#### B. Affiliates

We may share your personal data with our affiliates from the Bayer Group, where necessary for the purposes described above.

#### C. Authorities and state institutions

We may share your personal data with law enforcement agencies or other authorities and state institutions if legally required or necessary for the purposes described above.

#### D. External lawyers

In order to support legal decisions and to pursue or defend against legal claims, we may share your personal data with external lawyers.

#### E. Prospective buyers in the context of Mergers & Acquisitions

We may share your personal data with a prospective buyer in case of an acquisition, merger or any other type of corporate or asset transition involving a change of ownership or control concerning us or our services.

### IV. Information regarding your rights

The following rights are in general available to you according to applicable data privacy laws:

- Right of information about your personal data stored by us;



- Right to request the correction, deletion or restricted processing of your personal data;
- Right to object to a processing based on legitimate interest or public interest, unless we are able to prove that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defense of legal claims;
- Right to data portability;
- Right to file a complaint with a data protection authority;
- Where you have provided your consent to the processing of your personal data, you may at any time withdraw your consent with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the withdrawal.

If you wish to exercise your rights, please send your request to the contact indicated below.

## V. Contact

For any questions you may have with respect to data privacy, or if you wish to exercise your rights, please address your request to our contact form or contact our company data protection officer at the following address:

Data Privacy Officer  
Peter Merian-Str. 84  
4052 Basel

Bayer AG is designated as representative in the European Union for our non-European legal entities in accordance with Art. 27 GDPR. You may contact the representative at the following address:

Data Privacy Representative  
Bayer AG  
Kaiser-Wilhelm-Allee 1  
51368 Leverkusen, Germany  
Email: [dp-representative@bayer.com](mailto:dp-representative@bayer.com)

## VI. Amendment of privacy statement

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our website. Any amendments become effective upon publication on our website. We therefore recommend that you regularly visit the site to keep yourself informed on possible updates.

Declaration as of: November 18, 2024