

## OUR PRIVACY POLICY

Farmwise is committed to ensuring that your privacy is protected. This privacy policy (“the Privacy Policy”) explains how We use the information We collect about You, how You can instruct Us if You prefer to limit the use of that information and procedures that We have in place to safeguard your privacy.

Definitions in this Privacy Policy have the same meaning as definitions used in Our Terms of Use unless stated otherwise.

“Heartinternet” means Heartinternet Limited. Company Number: 04866768 whose registered office is at 2 Castle Quay, Nottingham, NG7 1SW. Heartinternet is Our Site host.

### **1 The information we collect and how we use it**

- 1.1 When You register for Our Services We need to know your name, postal address, e-mail address, telephone number. Your credit card number and expiry date and/or bank account details, will be processed through RBS WorldPay “Streamline” Services. We also need to know details relating to your business including but not limited to details of your livestock, arable management and other associated business activities including management and costing details and planning information.
- 1.2 We gather this information to allow Us to process your registration, process the information You provide in accordance with the use of Our Site and the Services and to provide S M Hackett and Son Limited (Company number: 00840606) (“Hackett’s”) whose registered office is at 1 Kilwardby Mews, Ashby de la Zouch LE65 2FR with details to enable Hackett’s to assess and advise on fertiliser recommendations as appropriate.
- 1.3 In addition, the relevant information is then used by Us, our agents and sub-contractors to provide You with statements of your account, Spreadsheets and Reports and other Services

as may be available on our Site and to communicate with You on any matter relating to the conduct of your account and the provision of the Services in general.

- 1.4 We may also use aggregate information and statistics for the purposes of monitoring Our Site usage in order to help Us develop the Site and the Services and may provide such aggregate information to third parties. These statistics will not include information that can be used to identify any individual.
- 1.5 From time to time We may provide your information to our customer service agencies for research and analysis purposes so that We can monitor and improve the Services We provide. We or our agents and sub-contractors may contact You by post, e-mail or telephone or fax to ask You for your feedback and comments on the Services.
- 1.6 We may also wish to provide You with information about special features of our Site or any other service or products We think may be of interest to You. If You would rather not receive this information, please send an e-mail message to [unsubscribe@farm-wise.co.uk](mailto:unsubscribe@farm-wise.co.uk).
- 1.7 We may also want to provide You with related information from third parties We think may be of interest to You. If You would rather not receive this information, please send an e-mail to [unsubscribe@farm-wise.co.uk](mailto:unsubscribe@farm-wise.co.uk).
- 1.8 We may also provide your information to carefully selected third parties whose products or services We believe may be of interest to You. If you do not wish us to disclose your information in this way, please send an e-mail to [unsubscribe@farm-wise.co.uk](mailto:unsubscribe@farm-wise.co.uk).

## **2 Our use of cookies and other information gathering technologies**

We give you the option to remember your log-in details on your computer by the creation of a cookie on our site. Should you not wish for a cookie to be created then please do not tick the box where indicated.

### **3 How we protect your information**

- 3.1 The internet is not a secure medium. However We have put in place various security procedures as set out in this policy.
- 3.2 Our hosting arrangement with Heartinternet means that there are a number of security measures in place in order to protect the personal data and how it is processed. The security measures in place will be as available from time to time by Heartinternet. In addition, access to your data is restricted by the use of user log-in details and password.
- 3.3 Payment details through RBS WorldPay ‘‘Streamline’’ Services use SSL encrypted secure server software.
- 3.4 We also keep your information confidential save as otherwise provided by this Privacy Policy. The internal procedures of Farmwise and Heartinternet cover the storage, access and disclosure of your information.

### **4 Sale of business**

If Farmwise or Heartinternet is sold or integrated with another business your details may be disclosed to Our advisers and any prospective purchasers and their advisers and will be passed on to the new owners of the business.

### **5 Updating your details**

- 5.1 If any of the information that You have provided to Farmwise changes, for example if You change your e-mail address, name or payment details then please refer to your account details section on Our Site where you can update your own personal details; or

5.2 if you wish to cancel your registration, please let Us know the correct details by sending by sending a letter to  
Farmwise Associates Limited  
1 Kilwardby Mews  
Kilwardby Street  
Ashby de la Zouch  
LE65 2FR

## **6 Your consent**

6.1 By submitting your information You consent to the use of that information as set out in this policy. If We change Our Privacy Policy We will post the changes on this page, and may place notices on other pages of the Site, so that you may be aware of the information We collect and how We use it at all times. We will also e-mail You should We make any changes so that You may consent to Our use of your information in that way. Continued use of the Site will signify that You agree to any such changes.

6.2 Owing to the global nature of the Internet infrastructure, the information You provide may be transferred in transit at your request or at your election to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this policy. However, by submitting your information You consent to these transfers.

## **7 How to contact Farmwise or Heartinternet**

7.1 We welcome your views about Our Site and our Privacy Policy. If You would like to contact Us with any queries or comments please send an e-mail to [enquiries@farmwise.co.uk](mailto:enquiries@farmwise.co.uk)