

Privacy policy

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In this privacy policy, the expressions “**RDO Australia Group**”, “we”, “us” and “our” are a reference to **RDO Equipment Pty Ltd ABN 58 060 286 759**, its related bodies corporate (as defined by section 9 of the *Corporations Act 2001* (Cth)) and includes the brands operated by RDO Equipment Pty Ltd and its related bodies corporate, including Vanderfield, Vermeer and RDO. This privacy policy applies to personal information collected by us. We are bound by the *Privacy Act 1988* (Cth) (**Privacy Act**), and the Australian Privacy Principles, which govern the way private sector organisations collect, use, keep secure and disclose personal information.

If you have any concerns or complaints about the manner in which your personal information has been collected, used or disclosed by us, please contact us using the details set out in clause 11. We will consider your complaint and determine whether it requires further investigation. We will notify you of the outcome of this investigation and any subsequent internal investigation. If you remain unsatisfied with the way in which we have handled a privacy issue, you may approach an independent advisor or contact the Office of the Australian Information Commissioner (www.oaic.gov.au) for guidance on alternative courses of action which may be available.

We recommend that you keep this information for future reference.

1. What is personal information?

The Privacy Act defines “personal information” as information or an opinion, whether true or not, and whether recorded in a material form or not, about an individual whose identity is reasonably identifiable, from the information or opinion.

2. Sensitive Information

2.1 What is sensitive information?

- (a) Sensitive information is a subset of personal information. Sensitive information means information or opinion about an individual’s racial or ethnic origin, political opinions, membership of a political association, religious beliefs or affiliations, philosophical beliefs, membership of a professional or trade association, membership of a trade union, sexual orientation or practices, criminal record, health information about an individual, genetic information, biometric information that is to be used for the purpose of automated biometric verification or biometric identification or biometric templates.
- (b) In general, we attempt to limit the sensitive information we may collect from you, but depending on the uses you make of our products this may not always be possible and we may collect sensitive information from you in order to carry out the services provided to you. However, we will not collect sensitive information from you without your consent unless the collection is required by law.
- (c) The type of sensitive information we may collect from you or record about you is dependent on the services provided to you by **RDO Australia Group** and will be limited to the purpose(s) for which it is collected. We do not use sensitive information to send you Direct Marketing Communications (as defined in paragraph 6 below) without your express consent.

3. Collection of your personal information

3.1 We only collect personal information that is necessary for what we do. The type of information we may collect from you includes (but is not limited to) the following:

- (a) information collected from or relating to your interactions with us, for example, when your purchase or use any John Deere or Vermeer products, whether provided by you directly via www.myjohndeere.com (**MyJohnDeere**) or whether obtained automatically from any John Deere or Vermeer products (**Machine Data**), as further defined in

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Annexure A). Notwithstanding the foregoing, this privacy policy shall only apply to Machine Data to the extent that such Machine Data includes personal information;

- (b) your contact information such as full name (first and last), e-mail address, current postal address, delivery address (if different to postal address) and phone numbers;
 - (c) details relating to your employment (if applicable) or your previous employment;
 - (d) your date of birth;
 - (e) proof of your date of birth (including, but not limited to, driver's licence, passport, birth certificate);
 - (f) details of insurance policies, if applicable;
 - (g) any additional information required for your access to and use of MyJohnDeere, MyVermeer or Vermeer Productivity Tools;
 - (h) any additional information required to provide you with our services;
 - (i) your username and password to access your online account on our website, if applicable;
 - (j) your username and password to access MyJohnDeere, MyVermeer, or Vermeer Productivity Tools, if applicable;
 - (k) your opinions, statements and endorsements collected personally or via surveys and questionnaires, including but not limited to your views on the products and services offered by **RDO Australia Group**; and
 - (l) if you are requesting products or services from us or we are purchasing goods or services from you, then any relevant payment or billing information (including but not limited to bank account details, direct debit, credit card details, billing address, repayment information and invoice details).
- 3.2 As much as possible, or unless provided otherwise under this privacy policy, we will collect your information directly from you. If we collect details about you from another source, we will, whenever reasonably possible, make you aware that we have done this and explain the reasons for doing so.
- 3.3 When you engage in certain activities, such as entering a contest or promotion, filling out a survey or sending us feedback, we may ask you to provide certain information. It is completely optional for you to engage in these activities.
- 3.4 Depending upon the reason for requiring the information, some of the information we ask you to provide may be identified as mandatory or voluntary. If you do not provide the mandatory data or any other information we require in order for us to provide our services to you, we may be unable to effectively provide our services.
- 3.5 If you use our websites, we may utilise "cookies" which enable us to monitor traffic patterns and to serve you more efficiently if you revisit a **RDO Australia Group** website. A cookie does not identify you personally but may identify your internet service provider or computer. You can set your browser to notify you when you receive a cookie and this will provide you with an opportunity to either accept or reject it in each instance. However, please note that if you reject a cookie, you may not be able to use the full functionality of our websites.
- 3.6 We use a range of analytics software to collect information about your interaction with our

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websites. When you visit our websites, your web browser automatically sends certain information to the third-party analytics software we utilise. The information collected includes:

- (a) network location and IP address;
- (b) the date and time of your visit to our websites;
- (c) the type of web browser you are using;
- (d) referring site details (such as the URL that you came through to arrive at our website);
- (e) pages visited and the time spent on each page;
- (f) documents downloaded and search terms used; and
- (g) the forms accessed on our website.

3.7 We use this data for statistical purposes, such as to analyse, measure, and report on data about our website traffic and visits. This information helps us understand general user trends at an aggregate level, and improve our website, content, and user experience. We may also use this information for security audits, to protect against threats from hackers or other security purposes. We do not use this information to identify you or match it with any other personal information that we may collect from you, unless required to do so as part of an internal investigation, by law or as part of any legal proceedings or enforcement.

3.8 We may gather your IP address as part of our business activities and to assist with any operational difficulties or support issues with our services. This information does not identify you personally.

4. How we may use and disclose your personal information

4.1 We will only use or disclose your personal information for the primary purposes for which it was collected or as consented to and/or as set out in this privacy policy.

4.2 You consent to us using and disclosing your personal information to facilitate a purpose in connection with:

- (a) your access to and use of MyJohnDeere, My Vermeer or Vermeer Productivity Tools which may include but is not limited to using your personal information, including any Machine Data for:
 - (i) Agriculture Equipment: JD Link Operations Centre, Remote Display Access, Wireless Data Transfer, soil and environment monitoring, analysis services, equipment diagnostic and remote servicing with Service Advisor Remote, Expert Alerts or any other services provided via MyJohnDeere and associated mobile Apps;
 - (ii) Forestry Equipment: JDLink, Timbermatic Maps, Timber Manager, equipment diagnostic and remote servicing with Service Advisor Remote, Expert Alerts or any other services provided via MyJohnDeere and associated mobile Apps;
 - (iii) Construction Equipment: JDLink, WorkSite, equipment diagnostic and remote servicing with Service Advisor Remote, Expert Alerts, My Vermeer, Vermeer Projects Suite, Vermeer Telematics, Vermeer BoreAid, Vermeer BoreAssist, Vermeer

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BorePlan or any other services provided by MyJohnDeere, or Vermeer Corporation and associated mobile Apps;

- (iv) Environmental Equipment: MyVermeer, Vermeer Telematics, or any other software services provided by Vermeer Corporation;
- (b) if required, the verification of your identity; and
- (c) the verification of your date of birth, if applicable;
- (d) the provision of our products and services to you;
- (e) to facilitate the administration and management of **RDO Australia Group**, including but not limited to:
 - (1) the use of your personal information collected in accordance with paragraph 3.1 in the administration and management of **RDO Australia Group**;
- (f) the administration and management of our products and services, including charging, billing, credit card authorisation and verification, checks for financial standing, credit-worthiness (including but not limited to undertaking an assessment for credit loss and obtaining credit references from the trade references which have been nominated by you on your credit application form with **RDO Australia Group**, if applicable), fraud and collecting debts;
- (g) the improvement of our services (including to contact you about those improvements and asking you to participate in surveys about our products and services);
- (h) the maintenance and development of our products and services, business systems and infrastructure;
- (i) marketing and promotional activities by us and our related bodies (including by direct mail, telemarketing, email, SMS and MMS messages) such as our customer loyalty programs and newsletters;
- (j) to provide customer service functions, including seeking your feedback, and handling customer enquiries and complaints;
- (k) to offer you updates, or other content or products and services that may be of interest to you;
- (l) our compliance with applicable laws;
- (m) the sale, and matters in connection with a potential sale, of our business or company to a third party; and
- (n) any other matters reasonably necessary to continue to provide our products and services to you.

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- 4.3 You acknowledge and agree that we may obtain personal information from the trade references nominated by you on your credit application form with us. We may also disclose personal information to those third parties where you have nominated us as a trade reference.
- 4.4 We may also use or disclose your personal information and in doing so we are not required to seek your additional consent:
- (a) when it is disclosed or used for a purpose related to the primary purposes of collection detailed above and you would reasonably expect your personal information to be used or disclosed for such a purpose;
 - (b) if we reasonably believe that the use or disclosure is necessary to lessen or prevent a serious or imminent threat to an individual's life, health or safety or to lessen or prevent a threat to public health or safety;
 - (c) if we have reason to suspect that unlawful activity has been, or is being, engaged in; or
 - (d) if it is required or authorised by law.
- 4.5 In the event we propose to use or disclose such personal information other than for reasons in 4.1, 4.2, 4.3 and 4.4 above, we will first seek your consent prior to such disclosure or use.
- 4.6 If you have received communications from us and you no longer wish to receive those sorts of communications, you should contact us via the details in clause 11. Any other use or disclosure we make of your personal information will only be as required by law or as permitted by the Privacy Act or by this privacy policy or otherwise with your consent.

5. The types of organisations to which we may disclose your personal information

- 5.1 We may disclose your personal information to organisations outside of **RDO Australia Group**. Examples of organisations and/or parties that your personal information may be provided to include:
- (a) John Deere Limited and any related entities, subsidiaries, contractors, agents or third party providers of John Deere Limited (including its data hosting service providers, who manage the infrastructure used to provide MyJohnDeere);
 - (b) Vermeer Corporation and any related entities, subsidiaries, contractors, agents or third party providers of Vermeer Corporation (including its data hosting service providers, who manage the infrastructure used to provide MyVermeer and Vermeer Productivity Tools);
 - (c) offshore service providers, if any;
 - (d) related entities and subsidiaries of **RDO Australia Group**;
 - (e) third parties, such as banking or financial institutions, that might be required for credit check purposes or for the purchase (or sale) of any products or services by you;
 - (f) those trade references you have nominated on any credit application form;
 - (g) our contractors and agents or other companies who assist us in providing our products and services to you; and
 - (h) any other party that you request us to.

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- 5.2 Your personal information is disclosed to these organisations and/or parties only in relation to the goods or services we provide to you or for a purpose permitted by this privacy policy.
- 5.3 We take such steps as are reasonable to ensure that these organisations and/or parties are aware of the provisions of this privacy policy in relation to your personal information.

6. Direct Marketing

- 6.1 You expressly consent to us using your personal information, including any email address you give to us, to provide you with information and to tell you about our products, services or events or any other direct marketing activity (including third party products, services, and events) (**Direct Marketing Communications**) which we consider may be of interest to you.
- 6.2 Without limitation clause 6.1, if it is within your reasonable expectations that we send you Direct Marketing Communications given the transaction or communication you have had with us, then we may also use your personal information for the purpose of sending you Direct Marketing Communications which we consider may be of interest to you.
- 6.3 If at any time you do not wish to receive any further Direct Marketing Communications from us, you may ask us not to send you any further information about products and services and not to disclose your information to other organisations for that purpose. You may do this at any time by using the “unsubscribe” facility included in the email or by contacting us via the details in clause 11.

7. Cross Border Disclosure

- 7.1 Any personal information provided to **RDO Australia Group** or to John Deere Limited in connection with MyJohnDeere may be transferred to, and stored at, a destination outside Australia, which currently includes but is not limited to Germany, New Zealand, and the United States of America, where we or John Deere Limited may utilise overseas data and website hosting facilities or where we or John Deere Limited may have entered into contractual arrangements with third party service providers to assist us, or John Deere Limited, with providing MyJohnDeere or our goods and services to you. Personal information may also be processed by staff or by other third parties operating outside Australia who work for us, John Deere Limited or for any suppliers, agents, partners or related companies of John Deere Limited or **RDO Australia Group**.
- 7.2 By submitting your personal information to **RDO Australia Group**, you expressly agree and consent to the disclosure, transfer, storing or processing of your personal information outside of Australia. In providing this consent, you understand and acknowledge that countries outside Australia do not always have the same privacy protection obligations as Australia in relation to personal information. It is important that you are aware that as you have consented to the disclosure of your personal information outside of Australia, we are not required to ensure that overseas recipients will comply with the Australian Privacy Principles and note that we are not in a position to ensure such compliance. However, where possible, we will take steps to ensure that your information is used by third parties outside Australia securely and in accordance with the terms of this privacy policy.

8. Data quality and security

- 8.1 We have taken steps to help ensure your personal information is safe. You will appreciate, however, that we cannot guarantee the security of all transmissions or personal information, especially where the Internet is involved.
- 8.2 Notwithstanding the above, we will take reasonable steps to:

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- (a) make sure that the personal information we collect, use or disclose is accurate, complete and up to date;
- (b) protect your personal information from misuse, loss, unauthorised access, modification or disclosure both physically and through computer security methods; and
- (c) destroy or permanently de-identify personal information if it is no longer needed for its purpose of collection.

8.3 However, the accuracy of personal information depends largely on the information you provide to us, so we recommend that you:

- (a) let us know if there are any errors in your personal information; and
- (b) keep us up-to-date with changes to your personal information (such as your name or address).

9. Access to and correction of your personal information

9.1 You are entitled to have access to any personal information relating to you which we possess, except in some exceptional circumstances provided by law. You are entitled to edit such information unless we are required by law to retain it or permitted to retain it in accordance with this privacy policy. However, we may keep track of past transactions for our accounting and audit requirements. Furthermore, it may be impossible to completely delete your information because some information may remain as backups.

9.2 If you would like access, or correct any records of personal information we have about you, you are able to access or update that information (subject to the above) by contacting us via the details in clause 11.

10. Consent

10.1 You consent to us collecting, holding, using and disclosing your personal information in accordance with this privacy policy.

10.2 We reserve the right to modify our privacy policy as our business needs require. We will notify you of such changes (whether by direct communication or by posting a notice on our website), after which, your continued use of our products, services or website or your continued dealings with us shall be deemed to be your agreement to the modified terms.

11. Contact details

11.1 If you have any questions, comments, requests or concerns, please contact us via the following details:

Email auprivacy@rdoaustraliagroup.com.au

Post Attn: Privacy Officer
RDO Australia Group
PO Box 3136, Mount Ommaney, QLD 4074

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Annexure A: Machine Data

The reference to Machine Data shall include, but is not limited to, the following types of information (which shall include, but is not limited to, the following classifications used by John Deere and Vermeer Corporation) to the extent such information may include personal information:

Machine Data	
	Weight data
	Equipment and vehicle performance data, including but not limited to: (A) vehicle usage states and cycles, including but not limited to operational state of the vehicles; (B) fuel consumption and efficiency of John Deere products; (C) maintenance event logs and history; and (D) engine load
	Harvesting patterns and patterns identified during other field operations
	Dates, times and locations of vehicle operation
Production Data	
	Crop yields
	Long, latitude and elevation of John Deere products, including but not limited to field or worksite boundaries and location history, forestry cut-block lines
	Production system crop and product identifiers, including but not limited to seed variety and product formulation
	Production system target rates and depths, including but not limited to seeding, applications, tillage
	Guidance lines
	Production system as-seeded/planted rates, as-applied rates, as-tilled depths and as-harvested moisture/yield/constituents
	Detailed production system setting levels, tank levels, and performance data, including but not limited to combine harvester header/separator/grain tank, forage harvester header/processor, sprayer tank/boom, planter/seeder tank/ row unit and tillage gang
	Detailed environmental readings, including but not limited to humidity, temperature, wind speed and direction and moisture
	Task plan/job plan/work plan/work order referenced set up and output data inclusive of data referred to in this section
	Planting data (including but not limited to type of seed planted, amount of seed used, rate of planting, location of planting and date and time of planting)
	Pesticide data (including but not limited to type of chemical used, amount of chemical used, rate of spraying, location of spraying, date and time of spraying)
	Fertiliser data (including but not limited to type of fertiliser used, amount of fertiliser used, rate of spraying, location of spraying, date and time of spraying)

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Other Data	
	Variable production system target rates/depths including but not limited to variable rate prescriptions for seeding and applications
	Operator-entered notes
	Production data files including but not limited to species identifiers, volumes harvested and other related information
	Production target settings and bucking or cutting instructions
	Construction grade control design and as-built files
	Prescription rate control programs for variable input of seed, fertiliser, pesticides and ameliorants
	Landforming control programs (including but not limited to cut-fill earthworks, drainage designs etc)
	Forestry harvester bucking instruction and setup files (including but not limited to industry standard apt files)
	Forestry harvester head and forwarder production files (including but not limited to industry standard pri, ktr, stm, drf, prl files)
and any other agronomic and telemetric data.	