



Approved

Digital Agriculture Association Data Ownership, Use, and Privacy Guiding Principles

The Digital Agriculture Association and its members respect the importance of data ownership and privacy. We recommend the principles below to our members to ensure proper management of data. These principles represent guidance to the burgeoning sector as they implement their privacy and data ownership agreements, licenses, and practices.

Definitions

Personal Information: Means data relating to identifiable person applicable to Privacy Law

Agricultural Data: Data related to agricultural production, including farm data and all types of data generated within the farming processes – as defined in the annex

Control

1. Agricultural Data generated on a farm by the farmer or a third party acting on behalf of the farmer, will continue to be owned by the farmer.
2. A farmer always has the opportunity to request the removal of their personal information and their Agricultural Data.
3. The flow of data and data sharing is a key element to achieving farm value, environmental sustainability, social inclusivity, and development in agriculture.

Transparency

4. Personal Information and Agriculture Data should not be traded (business models profiting off the sale of others' data to external actors) without the agreement of farmers.
5. To ensure a high level of transparency farmers will be made aware of material changes to the company's data privacy practices, which includes information on how their Personal Information and Agricultural Data is used.

Fairness

6. Business models should aim for a win-win outcome and personal information and Agricultural Data should be used in the best interest of farmers.
7. End user agreements should be as simple and consistent as possible to be understandable and user friendly.

NOTE: For details on a company's data privacy policies please consult the relevant end-user license agreements and/or legal product agreements.



Annex

Agricultural Data

- Farm Data – Data referring to farms and farm operations, including farm management
 - Agronomic Data – Related to plant production (e.g., yield planning, soil data, input data)
 - Compliance Data – Data required for control and enforcement in relation to competent authorities
 - Livestock Data – Related to the herd (e.g., age, sex, performance indicators such as milk yield and live weight, animal welfare and health indicators, input data)
- Machine Data – Used for machine operations (e.g., data flowing between system controllers and machine sensors), often encrypted and not made available to prevent “reverse engineering” or modifications on the on-board system communication which result in the malfunctioning of controls in place to protect the operator and the machine
- Service Data – Data used for vehicle maintenance and repair
- Agri-Supply Data (input) – Related to the nature, composition and use of inputs such as fertilizers, feedstuffs, plant protection products, etc
- Agri-Service Provider Data – Data originating from an agricultural service provider operating to benefit a client (e.g., farmers), of sole interest to the management of the service-providing company (e.g., working time of an employee, machine performance) and not related to the farm or farm operations)

NOTE: For details on a company’s data privacy policies please consult the relevant end-user license agreements and/or legal product agreements.