

## AGCO Enterprise Privacy and Data Statement

This Enterprise Privacy and Data Statement (the “**Statement**”) is provided by AGCO Corporation and its subsidiaries and affiliates (together “**AGCO**”, “**we**” or “**us**”) and describes AGCO’s global practices regarding the collection, storage, use, disclosure, and other Processing of personal information and Machine Data. Capitalised terms not defined in the body of this Statement are defined in the Glossary at the end of this Statement.

### Scope of this Statement

This Statement governs the manner in which AGCO collects and Processes Personal Information and Machine Data regarding individuals who use or otherwise interact with AGCO’s products, websites or services (“**you**”). We encourage you to read this Statement carefully, and to regularly check this page to review any changes we might make in accordance with the terms of this Statement. While this Statement applies to personal information and Machine Data globally, additional privacy statements may also apply depending upon location, service and data type. Links to additional privacy statements are provided below. AGCO products and services are provided through a network of independently owned and operated dealers which may have their own privacy policies and statements. If you have additional questions you may contact us at [DataPrivacy@AGCOcorp.com](mailto:DataPrivacy@AGCOcorp.com).

Please note that this Statement does not apply to the Processing by AGCO of the Personal Information of AGCO employees, contractors, secondees, temporary workers or other staff in connection with the roles they perform for AGCO. A separate privacy statement regarding the policy governing such Processing is available on the AGCO Intranet (InsideAGCO).

### Types of Personal Information and Machine Data We Collect

The types of Personal Information and Machine Data that may be collected by, or on behalf of, AGCO under this Statement may vary by jurisdiction and Applicable Laws. The categories listed below are indicative but not exhaustive, and may change depending on your interactions with AGCO. These categories include:

- **personal details:** name; gender; photograph; date of birth; profession; business or employer; sector;
- **contact details:** email address; postal address; telephone number; fax number; customer ID;
- **data relating to Sites or Apps:** technical data (as outlined above, including device type, operating system, browser type, browser settings, IP address, language settings, dates and times of connecting to a Site, App usage statistics, App settings, dates and times of connecting to the App, location data, and other technical communications information); username; password; security login details; usage data; aggregate statistical information;
- **Machine Data:** such as vehicle usage statistics; vehicle performance data; driving patterns; engine temperature data; engine performance data; fuel economy data; emissions data; vehicle service status; vehicle location;
- **commercial details:** financial details and payment information (including bank details or credit card details provided in connection with a purchase); purchase history (including products, dates, locations and Dealers relating to any purchase); purchase interests; service requests; credit-related information; and
- **marketing data:** advertising interests; cookie data; clickstream data; browsing history; responses to direct marketing; and opt-outs from direct marketing.

### How Personal Information and Machine Data is Collected and Automatic Collection Methods Used

AGCO may collect Personal Information and Machine Data in the following circumstances:

- Directly From You.
- From our Sites. AGCO may collect or obtain personal information when you visit any AGCO website (each a “**Site**”) or use any features or resources available on or through a Site. When you visit a Site, we collect information about your device and browser (such as device type, operating system, browser type, browser settings, IP address, language settings, dates and

times of connecting to a Site and other technical communications information), all or some of which may constitute Personal Data.

- From Mobile Apps. AGCO may collect or obtain personal information when you download or use an AGCO mobile app (each an “**App**”). AGCO Apps may record certain information (including App usage statistics, device type, operating system, App settings, IP address, language settings, dates and times of connecting to the App, location data, and other technical communications information) all or some of which may constitute personal information. An App may have its own Privacy Policy, which you are encouraged to review before using the relevant App.
- From Services. AGCO may collect or obtain personal information when you register to use any service provided *via* a Site or an App, or log into a Site or an App.
- From Your Machine. AGCO may collect or obtain Machine Data when you use any AGCO equipment or hardware or use any device that interfaces with the equipment including telemetry devices or data recording devices (each a “**Device**”) provided that you have signed up for such services (for example, if you purchase a vehicle that is equipped with a Device, AGCO may collect data about the vehicle as part of a service you purchase or enable, and if you have enabled location-based functions, AGCO may collect location data).
- From Our Dealers or Business Partners. AGCO may collect or obtain Personal Data when you provide Personal Information to an AGCO authorized distributor or reseller (“**Dealer**”) (whether in person, by mail, by phone, online, *via* electronic communication or by any other means).
- From Communications With You. AGCO may collect or obtain personal information when you contact AGCO (whether in person, by mail, by phone, online, *via* electronic communication or by any other means) including our AGCO Answers.
- From automated interactions or data collection technologies. AGCO may collect information including IP address, referring URL, operating system, web browser and any other information automatically logged from the connection.
- Cookies, flash cookies, pixel tags, web beacons, or other tracking technologies.
- Third party cookies, plug-ins, or social media connectors.
- Any technology capable of tracking individual activity across devices or websites.
- Location information or other meta-data provided by a device.
- Other Means. AGCO may collect or obtain Personal Data when you interact with AGCO *via* any other means.
- Social Media. Social Media Sites, third party data suppliers.

### **AGCO may receive Personal Information about you from others**

AGCO may receive personal information about you from third parties. For example:

- AGCO may receive personal information about you from Dealers, as outlined above.
- If you choose to interact with third party content or advertising on a Site or in an App, AGCO may receive personal information about you from the relevant third party, in accordance with that third party’s applicable privacy policy.
- If you choose to make an electronic payment directly to AGCO, or through a Site or an App, or through a Dealer, AGCO may receive personal information about you from third parties such as payment services providers, for the purposes of that payment.
- To the extent that AGCO or a Dealer performs any credit reference checks in connection with an application for credit, in accordance with Applicable Laws, AGCO and/or the relevant Dealer may receive personal information about you from credit reference agencies and other third parties, for the purposes of that credit check.
- In complying with its obligations under Applicable Laws, AGCO may receive personal information about you from law enforcement agencies and public authorities.
- AGCO may receive personal information about you from public sources (such as telephone directories, land ownership records, lien records, etc.).
- AGCO may receive personal information about you or Machine Data from your equipment or Devices or similar services or your smart phone. We treat this information as personal information if it is associated with your personal information.

### **Personal Information you provide about others**

In some circumstances, you may provide AGCO with personal information about others. For example, you might mention another AGCO customer when commenting on an AGCO product. Whenever you provide any such personal information, you must ensure that any affected third parties have consented to: (i) the disclosure of their personal information to AGCO; and (ii) AGCO's further Processing of the personal information in accordance with this Statement. If you cannot obtain such consent, please refrain from communicating the personal information of third parties to AGCO.

### **How Personal Information is Used and Shared**

AGCO may Process your personal information for the following purposes:

- to provide requested goods or services;
- to send you information relevant to your past purchases and interests, subject to compliance with Applicable Laws regarding direct marketing;
- online behavioural advertising or interest-based advertising;
- tracking user activity across multiple devices, such as mobile phones and tablets;
- to display the content of a Site, an App or a Device, and any customisations you may select;
- to monitor, adapt, update, secure and improve our products, services, Sites, Apps, Devices or our customer service;
- to verify your identity and ensure the security of your personal information;
- to respond to your service requests and support needs;
- on an aggregate basis, to understand how individuals collectively use the features of a Site, an App or a Device (or associated vehicle);
- to administer content, promotions, surveys or other features of a Site, an App, or a Device;
- to send you communications regarding administration of your accounts and the features of a Site, an App, or a Device;
- to notify you about changes to a Site, an App, or a Device;
- to perform internal data analyses and other Processing (including trend analysis and financial analysis);
- to give effect to your legal rights and your rights under this Statement;
- to protect against fraud, identity theft, and other unlawful activity;
- to establish or exercise AGCO's legal rights or defend legal claims;
- to establish or exercise legal rights, or defend legal claims, on behalf of Dealers and other third parties;
- to comply with Applicable Laws, relevant industry standards and our other applicable policies;
- any other purposes unique to our business operations; and
- in any other way that we notify to you, either at the time of collection of your personal information or before the commencement of the relevant Processing or as otherwise required or permitted by applicable law.

### **Protection of your Personal Information**

AGCO is committed to Processing your personal information securely. We adopt appropriate data Processing practices, and appropriate technical and organisational security measures, to protect against unauthorised access, use, alteration, disclosure, destruction or other Processing of personal information. The Internet is not, in itself, a secure environment and we cannot provide an absolute assurance that your personal information transferred using the Internet will be secure at all times. Transmission of personal information over the Internet is at your own risk and you should only use secure systems to access Sites, Apps or Devices.

You are responsible for keeping your access credentials for each Site, App and Device safe and confidential. You should notify AGCO promptly if you become aware of any misuse of your access credentials, and immediately change your passwords.

### **Disclosure of your Personal Information**

We will not sell, trade, or rent your personal information to others without providing you prior notice or obtaining your consent in accordance with Applicable Law. We may, however, share or disclose your personal information to third parties in the following circumstances:

- We may share your personal information with employees and agents of AGCO, for the purposes set out in this Statement.

- We may share your personal information with recipients within AGCO, for the purposes of operating our business, operating Sites, Apps or Devices, providing you with products or services you have selected, or otherwise for the purposes set out in this Statement.
- We may share your personal information with recipients outside AGCO, including Dealers, for the purposes of operating our business, operating Sites, Apps or Devices, providing you with products or services you have selected, or otherwise for the purposes set out in this Statement.
- We may use third party service providers to help us operate our business, operate Sites, Apps or Devices, provide you with products or services you have selected, or to administer activities on our behalf, such as sending out newsletters or surveys. We may share your personal information with such third parties for the purposes set out in this Statement. Our service providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal information for their own marketing or other purposes.
- We may share aggregate demographic information with our business partners, trusted affiliates and advertisers for the purposes outlined in this Statement. While we make all reasonable efforts to ensure that such information is anonymized, it is possible that your Personal Data may be disclosed.
- Subject to providing prior notice or obtaining your consent as required under Applicable Law, we may share your personal information with our third party marketing partners, for direct marketing purposes. You may withdraw your consent at any time, or object at any time to the Processing of your Personal Information for direct marketing purposes in accordance with Applicable Law and we will apply your marketing preferences going forward.
- If you make a payment via a Site or an App, or directly to AGCO or a Dealer, your personal information may need to be provided to third parties (e.g., payment services providers) for the purposes of facilitating those payments.
- In the event of a proposed or completed sale, merger or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution, liquidation or other restructuring or change in control), we may disclose your personal information to the prospective seller or buyer, or their representatives, provided that we have first taken reasonable steps to ensure the security and confidentiality of your personal information.
- We and our Canadian, US and other service providers may also disclose your personal information : (i) in connection with any legal proceedings, or otherwise for the purposes of establishing, exercising or defending any legal rights; (ii) if required by Applicable Laws or regulations; (iii) in response to requests from courts, government agencies and law enforcement authorities in your jurisdiction or a foreign jurisdiction (including the US); (iv) when we believe disclosure is necessary or appropriate to prevent physical harm or material financial loss; or (v) for the purposes of investigating actual or alleged unlawful activity.

### **Third party services**

You may encounter advertising or other content on any Site, App or Device that may link to websites or services of AGCO's partners, dealers, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these third party websites or services, and we are not responsible for the practices employed by third party websites or services linked to or from any Site, App or Device. These websites and services may be subject to their own privacy policies and terms of use.

### **Direct Marketing**

As set out in this Statement and in accordance with requirements under Applicable Laws, we, our direct marketing partners, or our service providers, may contact you *via* email, text message, or other electronic means, from time to time, to provide you with information relating to products or services that may be of interest to you. If you wish to unsubscribe from these communications, we include detailed unsubscribe instructions in each such communication. Alternatively, you may use the unsubscribe features provided through our Sites and Apps.

Please note that, in the event that you unsubscribe from receiving communications relating to marketing or advertising, we may nevertheless continue to contact you for the purposes of carrying out your instructions, enabling you to make any purchases you request, sending you transactional messages, administration of your account, or as required or permitted by Applicable Laws.

## **Notice to California Residents/Your California Privacy Rights**

If you are a California resident, California law may provide you with certain additional rights regarding our Processing of your Personal Information. For more information about your California privacy rights, please see our [Privacy Notice for California Residents](#). or contact us at [DataPrivacy@AGCOcorp.com](mailto:DataPrivacy@AGCOcorp.com).

## **Notice to Nevada Residents/Your Nevada Privacy Rights**

We do not exchange your Personal Information for money with anyone so that they can license or sell the Personal Information to additional parties. For additional information about Nevada privacy rights, contact us at [DataPrivacy@AGCOcorp.com](mailto:DataPrivacy@AGCOcorp.com).

## **Cookies**

When you use or visit our websites, we may place one or more cookies on your device. A “cookie” is a small file that is placed on your device when you visit a website. It records information about your device, your browser and, in some cases, your preferences and browsing habits. We may use this information to recognize you when you return to our websites, to provide personalized services on our websites, to compile analytics in order to better understand website activity, and to improve our websites. You can use your browser settings to remove or block cookies on your device. However, if you decide not to accept, or to block, cookies from our websites, you may not be able to take advantage of all of the features of our websites. We may Process your personal information through cookie technology, in accordance with the provisions of this Statement.

We may also use remarketing tags to serve advertisements to people who we know have previously visited our websites. Specifically, the Google AdWords remarketing tag on our website may use cookies so that Google can follow your browsing activities over time and across websites other than our websites (such as web pages you visit and your responses to ads). Based on past visits and your browsing behaviour, this allows Google to provide you with interest-based ads that are more relevant to you the next time you either search on Google.com, with any of Google’s Search Partners, or visit another site in the Google Display Network. To find out more about Google’s AdWords program, including its use of cookies, please visit Google’s [Privacy Terms](#). You can opt-out of this use of cookies by visiting Google’s [Ads Settings](#).

To the extent that third parties have embedded content on our websites (e.g., social media features) those third parties may collect your personal information (e.g., cookie data) if you choose to engage with such third party content, or otherwise use third party services.

Our websites do not respond to “Do Not Track” signals at this time.

## **Data retention**

We will only retain your personal information for as long as we require it in connection with the purposes set out in this Privacy Statement. We may also be required to retain your personal information for additional periods of time, for example, where required to do so by Applicable Laws.

## **Personal Data of children under the Age of 13**

We do not knowingly collect or further Process personal information of children under 13 years of age and no one under age 13 should provide any personal information to us. We ask parents or legal guardians to assist us by supervising the activities of children in relation to our Sites, Apps and Devices, and by not allowing them to submit any personal information through any Site, App or Device. If you believe we might have any personal information from or about a child under 13, please contact us at [DataPrivacy@AGCOCorp.com](mailto:DataPrivacy@AGCOCorp.com) and we will delete such personal information.

## **COUNTRY/STATE OR PRODUCT SPECIFIC INFORMATION**

[EUROPEAN ECONOMIC AREA](#)

[US – California](#)

[REST OF WORLD  
MACHINE DATA STATEMENT](#)

**Terms of use**

Use of our Sites, Apps and Devices, and our products and services, are subject to applicable Terms of Use.

**Privacy Shield Policy**

AGCO is certified to the US-EU Privacy Shield, for transfers of personal data to the US. For AGCO's Privacy Shield policy, please [click here](#).

**Your rights**

It is your responsibility to ensure that your personal information held by AGCO is complete, accurate and up-to-date. Subject to Applicable Laws, you may have the following rights:

- the right to request access to, or copies of, your personal information that we Process;
- the right to request correction of any inaccuracies in your personal information;
- the right to object, on legitimate grounds, to the Processing of your personal information;
- the right to request that your personal information be deleted; or
- the right to prevent the sale of your personal information..

You may contact us at [DataPrivacy@AGCOcorp.com](mailto:DataPrivacy@AGCOcorp.com) to exercise your rights.

This does not affect your statutory rights. A fee may be payable for providing you with copies of your Personal Information. You may exercise any of these rights by using the contact details provided below.

**Contact details**

If you have any questions about this Privacy Statement, our or our service providers' Processing of your Personal Data, or your dealings with a Site, an App or a Device, please contact us at:

AGCO Corporation  
Attention: Data Privacy  
4205 River Green Pkwy  
Duluth, GA 30096  
United States  
[DataPrivacy@AGCOcorp.com](mailto:DataPrivacy@AGCOcorp.com)

If you contact us, we will endeavour to investigate and attempt to resolve each query or complaint within one month, or such other period as may be required under Applicable Laws.

**Acceptance of this Statement**

By using any Site, App or Device, you are deemed to have accepted this Statement. If you do not accept the terms set out in this Statement, you must not use any Sites, Apps or Devices.

**Amendments to this Statement**

AGCO may amend, revise or update this Statement at any time. We may not provide you with any specific notice but we will post any changes to this Privacy Statement as a notification on the Site. You are encouraged to frequently check this Statement for any changes, and to stay informed about how we are helping to protect your Personal Information. Your continued use of any Site, App or Device is deemed to be acceptance of any amendments to this Statement.

This Statement was first made available on: December 18, 2019.

## Glossary

In this Statement, capitalised terms have the following meanings:

- **Applicable Laws** means all binding laws, statutes or regulations applicable to AGCO.
- **Machine Data** means any data generated by, collected by, stored in, or sent from/to your equipment or any hardware or device interfacing with your equipment (collectively “Equipment”). Machine Data may include data used for a variety of different purposes including, but not limited to, agronomic decision making, machine health and performance monitoring, and logistics coordination.
- **Personal Information** means information that is protectable under data privacy or data protection provisions under Applicable Laws.
- **Process** or **Processing** means any operation or set of operations which is performed upon personal information, whether or not by automatic means, including but not limited to: collection, recording, organization, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, blocking, erasure or destruction.