

Privacy and Cookies Policy

This Privacy and Cookies Policy (the **Privacy Policy**) sets out the basis on which PastureBase Ireland, a part of the Agriculture and Food Development Authority, or 'Teagasc' (**Teagasc**) uses, processes and protects any information that you give while using www.pbi.ie (the **Website**).

Please read the following carefully. Entering into this Website indicates that the user (either **user** or **you**) has reviewed this Privacy Policy and has agreed to be bound by it.

If you do not agree to these terms you must leave the Website immediately.

Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this Privacy Policy.

Teagasc may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

If you are aged 18 or under, please get your parent/guardian's permission before you provide any personal information to us. Users without this consent are not allowed to provide us with personal information.

What we collect

We fully respect your right to privacy in relation to your interactions with the Website and endeavour to guarantee to be transparent in our dealings with you as to what information we will collect and how we will use your information. Also, we only collect and use individual user details where we have legitimate reasons, and where we are legally entitled to do so. Information in relation to personal data collected by Irish entities is available on www.dataprotection.ie, the website of the Irish Data Protection Commissioner.

We may collect the following information:

- your name, postal and email address;
- details about your farm;
- farming records, including grass and paddock data, and fertiliser and slurry use information;
- IP addresses identifying a specific computer or other network device on the internet are automatically collected as part of the connection of your computer to Teagasc's web server
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- We will store your data on our central database for the purpose of helping farmers make better management decisions.
- We will use data provided for research purposes in order to understand and generate data with respect to the level of grassland productivity and grazing management on PBI farms.
- We will associate your farm and your data with a relevant group. All farms within the group can see the other's grass data. Only you will be able to see your fertiliser and slurry records (and these will never be made available for inspection or cross compliance reasons). The objective of the

group format is to mimic a farm discussion group where farmers share data so they can make better management decisions collectively and learn from each other.

- We may use the information to improve our products and services.
- Your information may be downloaded electronically from the Website for importing to spreadsheets by us or other farmers or other users of the Website. Your information may be further processed or formatted by such other users.
- We may periodically send promotional emails about new products or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.
- To carry out any legal obligations arising from your interaction with the Website.
- For administrative reasons related to the service to which you have signed up (e.g to provide you with password reminders or to notify you that a particular, service, activity or online content has been suspended for maintenance, or in response to a question that you ask us).

We may disclose your personal information to any Teagasc, other corporate entity or individual which is a member of, or affiliated with, Teagasc.

We may share your grass data with other members of your assigned group.

We may use grass growth and grass cover information to present average grass data for regions and country. This data can be used by and/or other farmers in the relevant region to monitor average grass conditions.

Where we use your personal information in any other way, we will ensure that we notify you first. You will also be given the opportunity to withhold or withdraw your consent for the use of your personal information for purposes other than those listed in this document.

Security

We are committed to ensuring that your information is secure and we do our utmost to protect user privacy through the appropriate use of security technology. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. For more information about cookies and managing them, please visit www.cookiecentral.com.

By using the Website you are agreeing to use the cookies as described.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

Where We Store Your Personal Data

The data that we collect from you may be transferred to, and stored at, destinations inside or outside the European Economic Area (EEA). It may also be processed by staff operating inside or outside the EEA who work for us or one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

All information you provide to us is stored on secure servers. Where we have given you (or you have chosen) a password which enables you to access certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Opt Out

If you believe that any information we are holding on you is incorrect or incomplete, or you wish to withhold or withdraw your consent for the use of your personal information for the purposes listed in this Privacy Policy, please contact us.

Every user of the Website is entitled to ask Teagasc to delete all of their records from the Website in the event that a user wishes to stop using the Website.

Consent

By accessing services offered by us, you consent to the collection and use of this information by us as outlined in this Privacy Policy. By providing personal information to us, you fully understand and clearly consent to such use and transfers as set out in this Privacy Policy.

Legal Information and How to Contact Us

The Data Controller for the Website and services provided through the Website is Teagasc.

You have a right under the Data Protection Acts 1998 and 2003 to access the information we hold about you. If you would like to obtain a copy of the personal data we hold on you, or have any queries or requests regarding our use of personal data please contact support@pbi.ie.