

**JOHN DEERE USER ACCOUNT
PRIVACY NOTICE
Updated: March 1, 2021**

Which John Deere entity controls your John Deere User Account?

If you reside in:	Your Account is controlled by:
United States of America, Puerto Rico, Indonesia, Malaysia, Mexico, Republic of South Africa, Thailand, or any country not listed below	John Deere Special Technologies Inc. Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA
Canada	John Deere Canada ULC Attn: Chief Privacy Officer 295 Hunter Road P.O. Box 1000 Grimsby, ON L3M 4H5
Australia and New Zealand	John Deere Limited (Australia) Attn: complete Goods Manager 1660170 Magnesium Drive Crestmead, Queensland 4132
Argentina	Industrias John Deere Argentina, S.A. Attn: Privacy Manager John Orsetti 481 (S2152CFA) Grenadier Baigorria Province of Santa Fe, Argentina
Bolivia, Brazil, Colombia, Ecuador, Paraguay, Russia, Zambia	John Deere Shared Services Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA

Bahamas, Chile, Costa Rica, Dominican Republic, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Paraguay, Peru, Trinidad & Tobago, Uruguay	Industrias John Deere, Mexico Attn: Privacy Manager Blvd. Diaz Ordaz, Numero 500 Colonia La Leona, Codigo Postal 66210 San Pedro Garza Garcia, Nuevo Leon, Mexico
European Union or European Economic Area	John Deere GmbH & Co. KG Straßburger Allee 3, 67657 Kaiserslautern, Germany

The John Deere entity identified above (referred to as "John Deere", "we", "us") controls your personal data and takes its data protection and privacy responsibilities seriously. This privacy notice explains how we collect, use and share personal data when you create, access and use your John Deere User Account (your "Account"), including:

1. What personal data we collect and when and why we use it.
2. How we share personal data within John Deere and with our service providers, regulators and other third parties.
3. Explaining more about Direct Marketing.
4. Transferring personal data globally.
5. How we protect and store personal data.
6. Your legal rights available to help manage your privacy.
7. Children's Data.
8. How you can contact us for more information.

We may amend this notice from time to time to keep it up to date with legal requirements and the way we operate our business. Please regularly check these pages for the latest version of this notice. If we make significant changes to this privacy notice, we will seek to inform you by notice on our website or email ("**Notice of Change**").

You might find external links to third-party websites or mobile applications on our platform. This privacy notice does not apply to your use of a third-party site.

<u>Important information about John Deere:</u>

The John Deere entity responsible for your personal data is the entity that supports your Account as set out above.

You can find out more about John Deere at www.deere.com or by contacting us using the information in the How to Contact Us section below.

1. WHAT PERSONAL DATA WE COLLECT AND WHEN AND WHY WE USE IT

In this section you can find out more about

- when we collect personal data;
- the types of personal data we collect;
- how we use personal data; and
- the legal basis for using personal data

When we collect information

To provide you with your Account, we may process personal data about you.

We also collect information about you if you:

- create and use an Account
- subscribe to receiving marketing and other communications from us
- use our connected services, available at www.myjohndeere.com, or use your account to access the John Deere Parts Portal, or other related Deere websites.

Please refer to our Enterprise Privacy Statement on our website www.deere.com for further information about how we process personal data when you visit our websites.

Personal data we collect and use

When you create and use your Account, certain personal data is required from you which is identified as mandatory and that you submit during the registration process, such as contact information (see below for list of information that we collect). You are under no obligation to provide this information but without this information you will not be able to register for an Account. In addition, you can voluntarily add additional information to your Account, for example, you can add information about your company and you may link your Account to your employer's John Deere Organization so that you appear as staff or a partner in that Organization (please refer to our Customer Organization privacy notice for further information about how we process your personal data when you use a Customer Organization account.)

We collect the following information when you create and use your Account:

- name, company name and password;

- email address;
- telephone number; and
- address
- technical information that may also constitute personal data (your browser type, operating system, IP address, domain name, number of times you use your Account, and the amount of time you spent using your Account) may be collected via cookies and other tracking technologies (such as transparent GIF files). Please see our cookies policy for further information on the cookies we collect. A link to that policy is at the bottom of our home page (www.deere.com).

Sensitive Personal data

We do not process any sensitive information or "Special Category Personal Data" relating to such matters as racial or ethnic origin, religious beliefs, physical or mental health, trade union membership, sexual orientation, information regarding sexual life, biometric data used to identify an individual, genetic data.

The legal basis for using your personal data

We will collect, use and share your personal data only where we are satisfied that we have an appropriate legal basis to do this. The personal data you have provided us will be processed for the following primary and necessary purposes:

Processing to fulfill contractual obligations. We process your personal data as required to fulfill our contractual obligations to you. This processing consists of:

- Collecting and using your personal data to set up and manage your User Account and to provide the included and requested services.
- Delivering invoices for ordered goods and services.
- Responding to your related inquiries, processing your feedback or providing you with support with your User Account. This can also include conversation data that you may initiate or enable such as through our web sites, through contact forms, emails, or by telephone. In this Privacy Statement, "goods and services" includes access to our web services, offerings, other content, non-marketing related newsletters, whitepapers, tutorials, trainings and events related to your User Account.
- Providing you with general customer services and to respond to your queries and complaints in relation to our data services.
- Maintaining your access to services and applications.

- Sending you service communications regarding maintenance, availability, functionality, or other matters relating to your Account.

Consent. We process your personal data based on your consent, which you may revoke at any time. This processing consists of:

- Sharing your personal data with our authorised dealers so that they can support you as agreed between you and your dealer.
- Sharing your personal data with our authorised dealers for them to contact you with marketing information about Deere's products and services.
- Marketing to you about our products and services, and otherwise to identify goods and services which we believe may be of interest to you. We will contact you for marketing purposes only as you authorize in your marketing preferences.

If you are resident in Mexico, if you do not want your personal data to be processed for these secondary purposes, please let us know yourself, or by duly accredited legal representative, by contacting us using the details set out below in the 'Contact Us' section below.

Processing to ensure compliance. We will process your personal data as required by applicable legal or regulatory requirements.

Processing based on our legitimate interest. We may process your personal data based on our legitimate interest, and we do so as follows:

- To monitor, maintain and improve our IT environment and the applications that our customers use and that we use to manage our services.
- If necessary, we will use your personal data for the purposes of preventing or prosecuting criminal activities such as fraud and to assert or defend against legal claims.
- If you use our services or purchase goods or services from us on behalf of a corporate customer or otherwise be the nominated contact person for the business relationship between a corporate customer and us, we will use your personal data for this purpose.
- We may anonymize your personal data to create anonymized data sets, which we use for our business purposes, including developing new products and services.
- In case of telephone calls or chat sessions, we record such calls (after informing you accordingly during that call and before the recording starts) or chat sessions to improve the quality of our services.
- To evaluate your use of our services to assist with our development of new products and services related to User Account, and to make improvements to our existing products and services.

2. SHARING PERSONAL DATA

In this section you can find out more about how we share personal data:

- within John Deere
- with third parties that help us provide our products and services; and
- other third parties

Who do we share your information with?

We share your information in the manner and for the purposes described below:

- i. with wholly-owned and controlled subsidiaries of Deere & Company, where such disclosure is necessary to provide you with our services or to manage our business;
- ii. with third-party service providers (who will operate under our instructions set out in a written agreement with us) to assist us in providing information, products or services to you, in conducting and managing our business, or in managing and improving our products or services. We share your personal data with third parties to perform services, subject to appropriate contractual restrictions and security measures. These include IT service providers who help manage our IT and back office systems and machine services, including internet and software services: data hosting, data conversion, and cloud computing capabilities, account management and security, testing, debugging, error reporting, and usage analytics, as well as mobile telecommunication providers.
- iii. with regulators, to comply with all applicable laws, regulations and rules, and requests of law enforcement, regulatory and other governmental agencies.
- iv. at your direction, with authorized John Deere Dealers so that they can support you. They may use your personal data in the ways set out in “How we use your personal data” in Section 1 above or relating to products and services that complement our own range of products and services. These services may be subject to separate terms and conditions and privacy policies.
- v. we may share in aggregate, statistical form, non-personal data regarding, traffic patterns, and Account usage with our partners, affiliates or advertisers.

- vi. If, in the future, we sell or transfer some or all of our business or assets to a third party, we may disclose information to a potential or actual third-party purchaser of our business or assets.

If you are resident in Mexico, we shall not, without your prior consent, disclose your personal data to third parties, domestic or foreign unless: (a) it is required by law or judicial requirement; (b) it is made to holding companies, subsidiaries or affiliates under the common control of John Deere, or to a parent company or to any company of the same group as John Deere who operates under the same internal processes and policies (c) it is necessary by virtue of a contract executed or to be executed with you, by us or a third party; or (d) to protect any rights or assets of John Deere or its clients. We have required or shall require our contractors, subcontractors and providers to agree to use your personal data exclusively for undertaking the activities for which they were procured.

3. TRANSFERRING PERSONAL DATA GLOBALLY

In this section you can find out more about:

- how we operate as a global business and transfer data internationally.
- the arrangements we have in place to protect your personal data.

John Deere operates on a global basis. Accordingly, your personal data may be transferred and stored in countries around the world, including the EU, the United States of America, Brazil, and other countries where John Deere has offices or authorized dealers, that are subject to different standards of data protection. When we transfer your personal data to other countries, we will protect that information as described below in this Privacy Notice or as disclosed to you at the time of data collection.

John Deere will take appropriate steps to ensure that transfers of personal data are in accordance with applicable law and carefully managed to protect your privacy rights and interests. For transfers of data among our wholly-owned and commonly-controlled affiliates, We have established and implemented a set of Binding Corporate Rules (“BCRs”) that have been recognised by EU data protection authorities as providing an adequate level of protection to the personal data we process globally. A copy of our BCRs are available at www.deere.com.

If you are resident in Brazil, the international transfers to countries not considered appropriate by National Data Protection Authority, appropriate measures will be implemented such as standard contractual clauses, certifications, codes of conduct or other valid mechanism. Our internal policies and codes of conduct also require compliance with all applicable privacy laws and regulations.

Where we transfer your personal data outside John Deere or to third parties who help provide our products and services, we obtain contractual commitments from them to protect your personal data. Some of these assurances are well recognized certification schemes, for example, the EU Standard Contractual Clauses.

Where we receive requests for information from law enforcement or regulators, we carefully validate these requests before any personal data is disclosed.

You have a right to [contact us](#) for more information about the safeguards we have put in place (including a copy of relevant contractual commitments) to ensure the adequate protection of your personal data when this is transferred as mentioned above.

4. EXPLAINING MORE ABOUT DIRECT MARKETING

In this section you can find out more about

- how we use personal data to keep you up to date with our products and services.
- how you can manage your marketing preferences
- when and how we undertake profiling and analytics

How we use personal data to keep you up to date with our products and services

We may use personal data to let you know about John Deere products and services that we believe will be of interest to you. We may contact you by email, post, or telephone or through other communication channels that we think you may find helpful. In all cases, we will respect your preferences for how you would like us to manage marketing activity with you. Where required, as in the EU, we will not market to you without your prior explicit consent.

If you have provided your consent, we may share your data with John Deere dealers so they can market our products and services to you, targeting offerings to match your activity.

How you can manage your marketing preferences

To protect privacy rights and to ensure you have control over how we manage marketing with you:

- we will take steps to limit direct marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest or relevance to you;
- you can ask us to stop direct marketing at any time - you can ask us to stop sending email marketing, by following the 'unsubscribe' link you will find on any email marketing messages we send you. and
- you can change the way your browser manages cookies, which may be used to deliver online advertising, by following the settings on your browser as explained in our cookies policy, which you can find at the bottom of our home page (www.deere.com).

When and how we undertake profiling and analytics

Please refer to our cookie policy to find out more about the information we collect using cookies and tracking technologies. The cookie policy is linked at the bottom of our home page (www.deere.com).

5. HOW WE PROTECT AND STORE YOUR INFORMATION

Security

We have implemented and maintain appropriate technical and organisational security measures, policies and procedures designed to reduce the risk of accidental destruction or loss, or the unauthorised disclosure or access to such information appropriate to the nature of the information concerned. Measures we take include placing confidentiality requirements on our staff members and service providers; and destroying or permanently deleting personal data if it is no longer needed for the purposes for which it was collected. As the security of information depends in part on the security of the computer you use to use our services and the security you use to protect user IDs and passwords please take appropriate measures to protect this information.

Storing your personal data

We store most information about you in computer systems and databases operated by either us or our external service providers. Some information about you is recorded in paper files that we store securely.

We will store your personal data for as long as is reasonably necessary for the purposes for which it was collected, as explained in this notice. In some circumstances we may store your personal data for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, accounting requirements. In specific circumstances we may store your personal data for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal data or dealings.

6. LEGAL RIGHTS AVAILABLE TO HELP MANAGE YOUR PRIVACY

Subject to certain exemptions and depending on your location, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to your personal data.

If you wish to confirm the existence of the data processing, **access, correct, update or request deletion**, blocking or anonymization of your personal data, request information about public and private entities with which we share data with, you can do so at any time by contacting us using the contact details provided at Section 8 ('How to Contact Us') below.

In addition, you may ask us to **restrict processing** of your personal data or, if you are a resident of the European Union, **request portability** of your personal data.

You may also **object to our processing** your personal data when the processing is not necessary to meet a contractual or other legal requirement.

You may exercise these rights by contacting us using the contact details provided at Section 8 ('How to Contact Us') below.

If we have collected and processed your personal data with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.

You have a right to **lodge a complaint with your local supervisory authority** if you have concerns about how we are processing your personal data. We ask that you please attempt to resolve any issues with us first, although you have a right to contact your supervisory authority at any time.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

If you have any **questions** about your personal data, please contact us using the contact details provided at Section 8 ('How to Contact Us') below.

We may ask you for additional information to confirm your identity and for security purposes, before disclosing the personal data requested to you. In accordance with applicable law, we reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive.

You can exercise your rights by contacting us. Subject to legal and other permissible considerations, we will make every reasonable effort to honour your request promptly or inform you if we require further information to fulfil your request.

We may not always be able to fully address your request, for example, if it would impact the duty of confidentiality we owe to others, or if we are legally entitled to deal with the request in a different way.

7. CHILDREN'S DATA

Our Services are not directed to children or adolescents and we do not knowingly collect any personal data directly from children under 18. If you believe that we are processing information pertaining to a child inappropriately, please contact us using the information provided under the 'How to Contact Us' section below so that we may investigate and restrict the data.

8. HOW TO CONTACT US

Please contact us with any question you may have:

If you reside in:	Contact Information:
United States of America, Puerto Rico, Indonesia, Malaysia, Mexico, Republic of South Africa, Thailand, or any country not listed below	John Deere Special Technologies Inc. Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA PrivacyManager@JohnDeere.com For more information about California privacy rights, see www.deere.com .
Canada	John Deere Canada ULC Attn: Chief Privacy Officer 295 Hunter Road P.O. Box 1000 Grimsby, ON L3M 4H5 1-905-945-9281 PrivacyManager@JohnDeere.com
Australia and New Zealand	John Deere Limited (Australia) Attn: complete Goods Manager 1660170 Magnesium Drive Crestmead, Queensland 4132 Australia: 1800-800-981 New Zealand: 0800-303-100 PrivacyManager@JohnDeere.com
Argentina	Industrias John Deere Argentina, S.A. Attn: Privacy Manager John Orsetti 481 (S2152CFA) Grenadier Baigorria Province of Santa Fe, Argentina PrivacyManager@JohnDeere.com

Bolivia, Brazil, Colombia, Ecuador, Paraguay, Russia, Zambia	John Deere Shared Services Attn: Privacy Manager Center for Global Business Conduct One John Deere Place Moline, IL 61265, USA PrivacyManager@JohnDeere.com
Bahamas, Chile, Costa Rica, Dominican Republic, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Paraguay, Peru, Trinidad & Tobago, Uruguay	Industrias John Deere, Mexico Attn: Privacy Manager Blvd. Diaz Ordaz, Numero 500 Colonia La Leona,Codigo Postal 66210 San Pedro Garza Garcia, Nuevo Leon, Mexico PrivacyManager@JohnDeere.com
European Union or European Economic Area	Data Privacy Officer EU John Deere GmbH & Co. KG Straßburger Allee 3, 67657 Kaiserslautern, Germany R2DataPrivacyManager2@JohnDeere.com Data Subject Rights Request Form

If you are a resident of Mexico

The following section is only applicable if you are resident in Mexico:

You can limit the use or disclosure of your personal data, or where we are relying on consent for the processing, revoke your consent for the processing thereof, by request by contacting us using the details set out above in the 'Contact us' section, which must contain, at least, the following information:

1. Full name and email address or address, so that we may communicate the response to your request.
2. The documents that prove your identity, or if applicable, that of your legal representative.
3. A clear description of the personal data with respect to which you seek to limit the use or disclosure of.

4. Any other element or document that facilitates the location of your personal data.

If required, we may request additional information.

You will be notified of the response to your request within 15 (fifteen) business days and, if appropriate, will be implemented within a maximum period of 20 (twenty) business days.