







## How the Ag Industry is Addressing Farmers' Concerns

### 1. The Privacy and Security Principles for Farm Data

Farm Bureau, National Farmer's Union, and national commodity organizations for corn, soybeans, wheat, and sorghum, led an effort in 2014 to establish fundamental principles for companies working in the ag data space. These organizations held a series of meetings where roundtable discussions occurred among industry stakeholders, such as John Deere, CNH Industrial, AGCO, Monsanto, DuPont Pioneer, Beck's Hybrids, Dow Agrosiences, Farmobile, and other ag technology providers. The culmination of these efforts was the drafting of the "Privacy and Security Principles for Farm Data," also known today as ag data's "Core Principles."

The Core Principles address thirteen key elements related to ag data. These include:

- Education
- Ownership
- Collection, Access and Control
- Notice
- Transparency and Consistency
- Choice
- Portability
- Terms and Definitions
- Disclosure, Use, and Sale Limitation
- Data Retention and Availability
- Contract Termination
- Unlawful or Anti-Competitive Activities
- Liability & Security Safeguards















**Liability & Security Safeguards:** The ATP should clearly define terms of liability. Farm data should be protected with reasonable security safeguards against risks such as loss or unauthorized access, destruction, use, modification or disclosure. Policies for notification and response in the event of a breach should be established.

The undersigned organizations for the Privacy and Security Principles of Farm Data as of April 1, 2016.

AGCO  
Ag Connections, Inc.  
Agrible, Inc.\*  
AgSense  
AgWorks  
Ag Leader Technology  
American Farm Bureau Federation  
American Soybean Association  
Beck's Hybrids\*  
CNH Industrial  
Conservis\*  
Crop IMS  
CropMetrics  
Dow AgroSciences LLC  
DuPont Pioneer  
Farm Dog  
Farmobile LLC\*  
Granular\*  
Grower Information Services Cooperative  
GROWMARK, Inc.\*  
Independent Data Management LLC\*  
John Deere  
Mapshots, Inc.  
National Association of Wheat Growers  
National Barley Growers Association  
National Corn Growers Association  
National Cotton Council  
National Farmers Union  
National Potato Council  
National Sorghum Producers  
North American Equipment Dealers Association  
OnFarm  
Raven Industries  
Reinke Manufacturing Co., INC.  
Syngenta

The Climate Corporation – a division of Monsanto  
USA Rice Federation  
Valley Irrigation  
ZedX Inc.

\*Company that has also certified its policy is compliant with the Ag Data Transparency Evaluator. For more information, visit [www.agdatatransparent.com](http://www.agdatatransparent.com)

Exhibit B

**Ag Data Transparent Homepage**

The screenshot displays the homepage for Ag Data Transparent. At the top left is the Ag Data Transparent logo. A navigation bar contains links for ABOUT US, CORE PRINCIPLES, TRANSPARENT COMPANIES, MEDIA, SUPPORTERS, FAQ, and CONTACT US. The main headline reads "Is Your Tech Provider Ag Data Transparent?". Below the headline are two buttons: "View Ag Data Transparent Companies" and "Certify Your Company". A background image shows a hand pointing at a screen with the text "Machine Operation" and "Water". Below the navigation bar, the tagline "TRANSPARENCY, SIMPLICITY, TRUST" is centered above a large circular seal containing a leaf and the text "AG DATA TRANSPARENT". Underneath the seal is the text "The Ag Data Seal of Approval". At the bottom, three columns of text provide: "The Core Principles Behind the Ag Data Transparent Seal", "10 Questions Determine Compliance with Our Core Principles", and "How Companies Can Obtain the Ag Data Transparent Seal".

[www.AgDataTransparent.com](http://www.AgDataTransparent.com)