



Privacy Statement

This app (hereinafter the “**App**”) is provided by Bayer CropScience Limited UK (hereinafter “**us**” or “**we**”), and we are the data controller. For further information, please refer to our [imprint](#).

A. Handling of personal data

In the following we wish to provide you with information on how we handle your personal data when you use our App. Unless otherwise indicated in the following chapters, the legal basis for the handling of your personal data results from the fact that such handling is required to make available the functionalities of the App as requested by you (Art. 6(1)(b) General Data Protection Regulation).

I. Contacting us through the App

If you contact us, for example to provide feedback, we will receive the information which you provide, which could include your first name, last name, company name, country, email address and your message. We will use this information to respond to your request.

II. App Analytics

On our App we use Google Analytics, an analytics service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (“**Google**”).

Google will analyze your use of our App on our behalf in order for us to be able to better understand how you use this App, which enables us to improve this App according to our customers’ interests. The information collected by Google in connection with your use of our App (e.g. content of our App visited by you, your language settings, your operating system, your screen resolution, etc.) will be transmitted to a server of Google in the US, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. Your usage data will not be connected to your full IP address during this process. We have activated on our App the IP anonymizing function offered by Google, which will delete the last 8 digits (type IPv4) or the last 80 bits (type IPv6) of your IP address. Moreover, Google is [certified under the EU-US Privacy Shield](#), which ensures that an

adequate level of data protection is maintained with respect to the processing of data by Google in the US.

Further information on Google Analytics is available in the [Google Analytics Terms of Use](#), the [Privacy and Data Protection Guidelines of Google Analytics](#) and in the [Google Privacy Policy](#).

B. Information regarding your rights

The following rights are in general available to you according to applicable data privacy laws:

- Right of information about your personal data stored by us;
- Right to request the correction, deletion or restricted processing of your personal data;
- Right to object to a processing for reasons of our own legitimate interest, public interest, or profiling, unless we are able to prove that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defense of legal claims;
- Right to data portability;
- Right to file a complaint with a data protection authority;
- You may at any time with future effect revoke your consent to the collection, processing and use of your personal data. For further information please refer to the chapters above describing the processing of data based on your consent.

If you wish to exercise your rights, please address your request to the contact indicated below. (→ C.).

C. Contact

For any questions you may have with respect to data privacy, please write an e-mail to dataprotection-uk-eire@bayer.com or contact our company data protection officer at the following address:

Data Protection Officer
Legal and Compliance Department
Bayer plc
400 South Oak Way
Green Park
READING
Berkshire
RG2 6AD

D. Amendment of Privacy Statement

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our App. Any amendments become effective upon publication on our App. We therefore

recommend that you regularly visit the site to keep yourself informed on possible updates.

Last updated: 17 May 2018