

Privacy Policy

INTRODUCTION

This privacy policy aims to explain how Field Data Zoom SRL (hereinafter "Field Data Zoom") processes your personal data, in accordance with the relevant all data protection laws and regulations, including the General Data Protection Regulation (EU) 2016/679 (hereinafter "GDPR").

More specifically, through this document we want to inform you about the personal data that we collect from you or that you make available to us through this website - www.ogor.ro and how we process your personal data when you interact with us.

Please read this Privacy Policy carefully, together with any other privacy notice we may provide, so that you are fully informed of how and why we are using your data.

CONTROLLER. WHO WE ARE?

Field Data Zoom SRL is a company established and functioning in accordance with Romanian legislation, with its headquarters in Str. Gheorghe Missail, nr.67, 011542 Sector 1, București, Romania, having unique registration code 41399686, email: contact@ogor.ro.

We offer you our services, as presented on our website www.ogor.ro, by means of which we made available to you OGOR application, an online application monitoring your agricultural lands using the information from satellite data archive.

TO WHOM THIS PRIVACY POLICY IS APPLYING?

This privacy policy covers the processing of personal data of our users (customers) as well as our business partners.

HOW WE COLLECT YOUR DATA?

As a rule, we collect your personal data that you provide to us directly, by creating a user account on our website www.ogor.ro or while you discuss with our representatives. In some cases, personal data may be collected by filling in the forms requesting information about our services.

WHAT DATA WE COLLECT ABOUT YOU?

Personal data, or personal information, means any information that relates to an identified or identifiable natural person or any information about an individual from which that person can be identified. Also, personal data that has been anonymized, encrypted or pseudonymized, but can be used to re-identify a person, remains personal data.

Processing personal data includes all the operations we can perform regarding the data, such as collecting, recording, storing, adjusting, organizing, using, disclosing, transferring and deleting them.

Our policy is to process data that is necessary to provide you with our services by means of OGOR application (including the conclusion of the contract). In general, in order to provide our services, we process the following types of personal data:

- Identification and contact data: first name, last name, phone number, email address and password and login data/ username
- Billing address and details about payments from or to you and other details of services we provide you with.

Also, every time you visit www.ogor.ro, some data may be automatically transmitted to our server, such as:

- IP address of the internet connection (private or public depending on the network to which the device used to access the online store is connected);
- Date and time of access, information about how you use our website;
- The address of the page or file accessed;
- The address of the page or the identifier of the application that linked the user to our page;
- The name and version of the application used to access the website;
- Browser type and version;
- Name and version of the operating system;
- Geolocation information, if you have activated this feature on your device.

PAYMENT INFORMATION FOR OUR SERVICE

For online payment of our service, we use the third-party application Stripe to process payments, the terms and conditions of which are available at <https://stripe.com/en-ro/privacy>.

This third-party application will collect information from you to process a payment on your behalf, including your first and last name, email address, payment card information, and total invoiced amount. FDZ does not receive or store your payment information or other personal data, but it may receive and store information confirming payments, payment amounts, the last four digits of your card, expiration date, card type, issuing bank, and country of origin.

We will process your preferences in receiving marketing communications. With your consent, we will process your first, last name, phone number and email address in order to send you newsletters or other commercial offers.

PURPOSE AND LAWFUL BASIS OF PROCESSING PERSONAL DATA

Purpose	Lawful basis
Creating your account in order to become our customer	Your consent
Providing you with the services ordered as per the Contract concluded according to the Terms and Conditions, including processing the payments	Performance of the Contract Comply with our legal obligations (such as keeping the accounting documents)
Administering our business, maintaining the functionality of our website and application	Our legitimate interests Comply with our legal obligations
Surveys and customer feedback, marketing analysis and communications.	Your consent Our legitimate interests

TO WHOM WE MAY DISCLOSE YOUR PERSONAL DATA?

As a rule, we will not disclose your personal information with any third party, unless required by law or when necessary to perform the contract with you and administer our business.

Your personal data may be disclosed, as follows:

- To business partners and subcontractors, for the purpose of performing our contracts;
- To service providers that offer technical support for IT matters (maintenance, software development etc.) and security;
- To external consultants (i.e. lawyers, accountants, auditors), when necessary, in order to carry out their activity.
- Service Providers Mediated Through Our Proprietary Platform FDZ (<https://ogor.ro>), exemplified by ALCEDO SRL, a partner of Field Data Zoom SRL, within the MyAlcedoSoil project (<https://alcedo.ro/myalcedosoil/>).

Personal data transmitted when placing an order for soil analysis through the MyAlcedoSoil program, for the purpose of collecting, storing, and transmitting data to Alcedo, is for the completion of the order process, contracting, soil sample collection, and soil analysis, all of which are under the responsibility of ALCEDO SRL.

User Details

- User's First Name and Last Name
- User's Email Address
- User's Phone Number

Billing Details

- First Name of the individual placing the order

TRANSFERRING YOUR PERSONAL DATA ABROAD

When performing our activity, your personal data may be transferred abroad to countries of the European Union ("EU") or the European Economic Area ("EEA"), in accordance with the GDPR provisions.

Outside EEA, we will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.

FOR HOW LONG WILL WE USE YOUR PERSONAL DATA?

For the purposes above-mentioned, we will process your personal data throughout the contractual relationship.

We will also process your data after the termination of the contractual relationship in order to fulfill our legal obligations (for example, within the legal deadlines, including those on accounting/fiscal aspects).

Last but not least, if you are still a user of the customer account, we will retain your personal data for as long as your account is active.

WHAT ARE YOUR LEGAL RIGHTS?

We respect your rights as a customer to determine how your personal information is used. These rights include:

- (1) Right to information: you have the right to obtain, free of charge, on request, information on the processing of your personal data

- (2) Access to your personal data: you have the right to obtain from us the confirmation as to whether or not personal data concerning you are being processed, and, where that is the case, you may access to the personal data and the conditions under which they are processed, by making a request in this sense. We shall provide you with a copy of the personal data undergoing processing.
- (3) Right to rectification: you have the right to obtain the correction of inaccurate data and complete any incomplete data.
- (4) Right to erasure: you have the right to obtain erasure of personal data without undue delay in case: (a) the data is no longer required for the original purpose (and there is no new legal purpose), (b) the legal basis for the processing is the consent of the data subject, the data subject withdraws his consent and there is no other legal basis, (c) the data subject exercises his right to object and the controller has no legitimate reasons to continue processing, (d) the data has been processed unlawfully, (e) the deletion is necessary for compliance with EU or Romanian law; or (f) data has been collected in connection with information society services provided to children (if applicable), when specific consent requirements apply. We will not delete your personal data if we are required to comply with legal obligations to retain the data or if your personal data is necessary for us to establish, exercise or defend a right in court.
- (5) The right to restriction of processing: the right to obtain from the controller restriction of processing where one of the following applies: (a) you contest the accuracy of the personal data, for a period enabling us to verify the accuracy of the personal data; (b) you consider the processing is unlawful and you do not want us to erase the personal data but request the restriction of their use instead; (c) if we no longer need your personal data for the purposes mentioned above, but they are required by you for the establishment, exercise or defense of legal claims; (d) you objected to the processing, for the period of time in which to verify whether the legitimate grounds of the data controller prevail over the rights of the data subject.
- (6) Right to data portability: you have the right to receive the personal data concerning you, which you provided to a controller, in a structured, commonly used and machine-readable format and also the right to transmit those data to another controller if the processing is based on your consent or the performance of a contract and is performed by automatic means.
- (7) Right to oppose: you have the right to object to processing of personal data on grounds relating to your particular situation, when the processing is based on a legitimate interest, as well as to oppose the processing of data for direct marketing purposes, including the creation of profiles.
- (8) Automated individual decision-making, including profiling: you have the right not to be subject to a decision based solely on automated processing, including profiling,

which produces legal effects concerning him or her or similarly significantly affects him or her.

- (9) The right to withdraw your consent: you have the right to withdraw your consent to the processing at any time, when the processing is based on the consent, without affecting the legality of the processing activities carried out up to that time.
- (10) Right to file a complaint: you have the right to file a complaint with the Data Protection Authority (ANSPDCP) and the right to go to the competent courts in case of unlawful processing.

SECURITY OF THE DATA

To ensure that your personal data is not subject to unauthorized access, unauthorized use of data, or destruction, loss or alteration of data, we use appropriate technical and organizational measures, taking all reasonable safeguards.

We work to protect you and OGOR from unauthorized access, alteration, disclosure, or destruction of information we hold, including:

- We use encryption to keep your data private while in transit
- We review our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems
- We restrict access to personal information to OGOR employees, contractors, and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

AMENDING THE PRIVACY POLICY

From time to time, we may update or modify our Privacy Policy. If so, such amendments will be made available on our website www.ogor.ro, section Privacy Policy and will be communicated to you by any means that ensures an effective communication.

USE OF COOKIES

OGOR platform uses so-called “cookies”. Cookies are small text files that are automatically generated by your browser (such as for example Safari or Internet Explorer), and are stored to your hard drive (laptop, tablet, smartphone etc.) by the web server.

Cookies enable us to enhance our service quality and allows us for example to optimize the use of our Services for you so that we can better tailor our Services to your needs and display it in the most efficient way on your device.

We use so-called “session cookies”, which allow us to recognize that you have already visited certain pages on our platform. These cookies will be deleted when you leave our platform and log out.

In case you do not log out when leaving our platform, the session cookies will be deleted after 30 days.

The data generated by these cookies is necessary for the above stated purposes and we will only make use of the data strictly in accordance with the applicable laws and regulation and any contractual terms.

The majority of browsers automatically accept cookies. However, you can prevent the storage of cookies by selecting the appropriate settings on your browser software to change the preferences to reject cookies or always to be notified when you receive a cookie, before it would be stored.

Please note that disabling cookies may limit the functionality of our platform and may also limit or prevent the use of our services.

USE OF ANALYSIS AND TRACKING TOOLS

a) Google Analytics

We use Google Analytics, a web analysis service of Google Inc. (<https://www.google.de/intl/en/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; im Folgenden „Google“) to ensure an appropriate, user-friendly design and the optimization of Our website.

In this context, anonymous user profiles will be generated based on cookies.

The information generated by the cookie about your use of the OGOR platform (such as browser-type/-version, operating system used, referrer URL, host name of the computer making the request (IP address), time of server request, is usually transferred to a Google server in the USA and stored there.

On our behalf, Google will use this information to evaluate your use of our platform, to compile reports on platform activity and to provide us with other services related to platform and Internet use. This information may also be transferred to third parties if required by law or if third parties process this data on behalf of Google. Under no circumstance will the IP address be transferred by your browser in the context of Google Analytics being merged with other Google data.

The IP addresses will be anonymous (IP masking) in order to ensure anonymous collection of IP addresses. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You can prevent cookies from being stored by adjusting the settings of your browser software accordingly. We should nevertheless advise you that by doing so, you will not necessarily be able to use our platform's functionality in its entirety.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the platform (including your IP address) and from processing this data by Google by downloading and installing the <https://tools.google.com/dlpage/gaoptout?hl=en>

Please note however that deactivation of this kind might prevent the use of certain functions of platform OGOR. By using the platform you specifically consent to the processing of your personal data by Google under the conditions and for the purposes described above.

Alternatively to the Browser-Add-on, especially with browsers on mobile devices, you can also prevent the data collection by Google Analytics by clicking on this link : DISABLE GOOGLE ANALYTICS.

An opt-out-cookie will be set, preventing the further collection of your data when you visit this platform. Please note that the opt-out-cookie will only be valid on this browser and for this platform and will be stored on your device.

If you delete the opt-out cookie on this browser you will have to enable the opt-out cookie again at a later time.

For more information on terms of use and data protection, please visit <https://www.google.com/analytics/terms/gb.html>, or <https://policies.google.com/?hl=en>.

d) Mouseflow

OGOR platform uses Mouseflow, a website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, information on pages visited and content accessed, time on site, browser, operating system, device type (desktop/tablet/phone), screen resolution, visitor type (first time/returning), referrer, anonymous IP address, location (city/country), language, and similar metadata. Mouseflow does not collect any information on pages where it is not installed, nor does it track or collect information outside your web browser.

If you'd like to opt-out, you can do so at <https://mouseflow.com/opt-out>.

If you'd like to obtain a copy of your data, make a correction, or have it erased, please contact us first or, as a secondary option, contact Mouseflow at privacy@mouseflow.com.

For more information, see Mouseflow's Privacy Policy at <http://mouseflow.com/privacy/>.

For more information on Mouseflow and GDPR, visit <https://mouseflow.com/gdpr/>

CONTACT

You may contact us in respect to any issue or concern regarding the Privacy Policy by email: contact@ogor.ro.

This policy was last updated on August 25, 2023.