



## **SCR PRIVACY POLICY**

### **Privacy**

SCR (Engineers) Ltd. ("SCR") and its local affiliates ("we," "us," "our") are committed to protecting your privacy and your personally identifiable data and other personal information ("**Personal Data**"). SCR has created this Privacy Policy to let you know what information SCR collects when you use the system provided by SCR (the "**System**"), how SCR collects it and how it makes use of it. When you access or use the System you are invited to read this Privacy Policy.

### **Categories of Personal Data collected**

SCR collects and stores Personal Data from you when you visit or use the System and when you provide it directly to SCR. This includes, without limitation, your name, your farm or other physical address, email address, phone number, other contact data, and any and all data generated by the System to the extent it may be considered Personal Data (such as activity logs that collect information such as IP address, and time and date of access, to ensure your use of the System is compliant with the Terms of Use).

If we are unable to collect your Personal Data we may be unable to provide the System to you.

### **Use of Personal Data**

SCR uses the Personal Data it collects from or about you to:

- establish and manage the contractual relationship, including providing you with our services and customer support, and making the System available to you;
- conduct statistical analysis, undertake necessary security and identify verification checks, allow software integration with other tools that you use, track your use of the System and/or for other internal purposes, such as evaluating, providing, and improving the System;
- provide you with promotional offers and information regarding products and services from SCR or third parties where you have accepted or consented to receive such offers and information via the System or otherwise; and
- generate aggregated data through the anonymization of your Personal Data.

Where applicable privacy and data protection laws require a legal basis to process Personal Data, SCR relies on the following lawful bases:

- The performance of the contract entered into between you and SCR;
- The legitimate interests of SCR as described above, including to enhance and improve the System and to tailor our communications to you;
- When this is necessary for SCR to comply with legal obligations; and
- Your consent, or at your direction.

Where SCR processes your Personal Data on the basis of your consent, you may have the right under applicable law to withdraw this consent at any time without affecting the lawfulness of the processing based on the consent prior to its withdrawal.

### **Sharing and Transfer of Your Personal Data**

SCR may share or otherwise disclose your Personal Data to the following categories of recipients in the following circumstances:

- Our corporate affiliates: to fulfil the purposes specified above in accordance with this Privacy Policy.
- Professionals you work with and firms that provide services relevant to your business: to fulfil business purposes and/or provide relevant information at your request.
- Third-party vendors and hosting providers: to provide and improve the System, as well as for specialized services such as customer service, networking, billing, marketing, hosting, data processing and other services related to the System;
- Law enforcement authorities, courts, and administrative or regulatory bodies: to comply with applicable legislation, a court order or legal process;
- Other third parties as necessary: for purposes such as to protect and defend SCR's (or its licensor's) rights or property, prevent fraud or violations of our Terms of Use, and ensure the personal safety of other users of the System or the public at large.
- Potential purchasers or investors: in the event that SCR sells, assigns or transfers some or all of its business or assets to a successor or acquirer, or if SCR is acquired by or merges with a third party, or if SCR files for bankruptcy or becomes insolvent, SCR may disclose, sell, assign or transfer all of your Personal Data as part of the transaction.

Your use of the System may involve the transfer, storage and processing of your Personal Data in jurisdictions outside your country of residence. Where applicable law requires your consent for such transfers, you agree to the transfer by submitting your Personal Data to SCR. Further, the privacy and data protection laws of such jurisdictions may not be as comprehensive as those in which you reside, in which case SCR will take measures to ensure your Personal Data is protected in accordance with applicable law.

### **Cookies**

SCR may use cookies and/or similar technologies to provide the System and collect analytics data related to use of the System. For example, our livestock intelligence products may utilize Google Analytics to monitor use of the product, better understand how our customers are implementing the product, and to improve our products and services.

### **Security**

SCR has implemented security policies, rules and technical measures designed to protect and safeguard the Personal Data under its control from unauthorized access, improper use or disclosure, unauthorized modification, unlawful destruction or accidental loss. All of SCR's employees and data processors that have access to, and are associated with the processing of your Personal Data, are obliged to respect the confidentiality of your Personal Data. However, we cannot guarantee the security of your data, which may be compromised by unauthorized entry or use of the System.

### **Links to Other Sites**

The System may contain links to other sites. Other sites may also reference or link to the System. SCR is not responsible for the privacy practices or the content of such other online sites, and any information collected by these third party online sites is not governed by this Privacy Policy, and SCR assumes no responsibility or liability whatsoever for the policies (including privacy policies), practices, actions or omissions of such third parties.

### **Your Rights and Choices**

You can opt out of marketing emails by utilizing the “unsubscribe” link or other mechanism noted in marketing emails you receive from SCR. You may also request to opt out of marketing emails, including those regarding offers from third parties, by contacting us through one of the methods specified in the Contact Information section below, and sharing the email address at which you are receiving marketing emails.

In accordance with applicable law (including relevant exemptions, as applicable), you may also have the right to object to or request restriction of processing of your Personal Data, as well as the right to request access, rectification, erasure and portability of your Personal Data. To exercise your rights where they apply, please contact us through one of the methods specified in the Contact Information section below. Where applicable, you also have the right to lodge a complaint with a data protection authority.

### **Retention and Deletion of Your Personal Data**

SCR may retain your Personal Data for as long as needed to provide you with the services described in the Terms of Use. This often means that SCR will keep Personal Data for the duration of your account, which may be terminated in accordance with the Terms of Use. Please note, however, that where applicable legislation requires SCR to do so, it may be required to keep records of your Personal Data even after such termination.

### **Contact Information**

In the event that you wish to learn more about our data privacy practices or to make a complaint about how SCR processes your Personal Data, please contact SCR in the first instance:

- at the following email address: [dataprivacy@scrdairy.com](mailto:dataprivacy@scrdairy.com); or
- mail our office address at SCR (Engineers) Ltd. 18 Hamelacha St. Netanya, POB 13564 Hadarim, 42138, Netanya, Israel.

SCR will endeavour to deal with your request as soon as possible.

For European users, SCR acts as the data controller for the processing activities listed in the table below. SCR’s representative in the EU is SCR Europe SRL, Via Mattei 2, Loc-Gariga 29027, Podenzano (PC), Italy, [screeurope@scrdairy.com](mailto:screeurope@scrdairy.com) / +39 (0) 523 18 67 200.

Where applicable, you have the right to lodge a complaint with a data protection authority.

### **Change to this Policy**

SCR reserves the right to make, from time to time, changes and updates to this privacy policy as shall be posted at <https://www.allflex.global/monitoring-legal-docs/> . We encourage you to regularly review information posted online to obtain timely notice of such changes as per the “last updated” date specified. If you do not agree to the altered privacy policy, you may stop using the System.

*Last updated on: June, 2021*