

## RMPP Data Access and Use Policy

### Purpose

This policy details the requirements for the management of and access to data captured when registering for an account on the B+LNZ website and participating in RMPP Action Network.

This policy applies to the period to September 2020 and does not address the situation, as yet unknown, which will exist after September 2020 when the RMPP PGP programme has ended.

### Background

#### Data collected falls into three categories:

- Personal and organisation information (farm businesses and non-farm businesses);
- Farm production and financial data required for KPIs and benchmarking;
- RMPP Action Network group related information.

#### Data can be captured at five different stages:

1. Unregistered use of the B+LNZ website;
2. User Account Creation on B+LNZ website (Registered User) or signing up to email communications;
3. Utilisation of on-line KPI tools available to Registered Users of B+LNZ website;
4. RMPP Action Network sign-up;
5. Creation/management of RMPP Action Network groups, Extension/Action Plans etc.

#### Storage locations are:

1. B+LNZ website;
2. B+LNZ CRM;
3. FarmIQ environment (not FarmIQ farm management system);
4. B+LNZ CRM (Separate RMPP Action Network tables in B+LNZ CRM).

Appendix A shows what data is captured, when data is captured, and where data is stored.

### Sharing

Information sharing is governed by two key principles:

1. For what purposes has the individual given permission for their data to be used or shared?; and
2. Subject to the above, what RMPP partners have agreed to in terms of which data they will share and with whom. Data shared by and between partners will be at an aggregated level except where provided for in the relevant terms.

Any data shared will be subject to rules as to where, when, and how the data can be published and utilised. However, this is fundamentally driven by the terms and conditions which users accept when they create an account for the B+LNZ website and join RMPP Action Network.

## Access to and Use of Data

### B+LNZ Website T&Cs

Generally, unregistered users of the website will not be requested to provide personal information. However, there may be instances where information is provided (such as through an enquiry) and in those cases this policy governs the use of such data, which if required to be, will be stored in the B+LNZ CRM.

#### 10. Collection

10.1 *During the course of dealing with You, We may generally collect personal information about You, such as Your name, address and contact details. We may also request other specific information from You relating to the information or services that You wish to obtain. We will only hold Your personal information for as long as is reasonably required for the purposes for which it was collected.*

10.2 *Your visit to the Website allows Us to store your IP address and the names of the city and country from which You are accessing the Website and how You found Our website. We also track engagement of the pages on the Website to ensure it remains relevant. This information does not include Your name or e-mail address.*

#### 11. Use and disclosure

11.1 *B+LNZ will hold and use any personal information collected for the purposes set out in this Privacy Policy, for any purpose disclosed at the time of collection or for related purposes. We will only use or disclose Your personal information as follows:*

- (a) *to provide the service You have requested or to answer Your inquiry;*
- (b) *to third parties where We have engaged those third parties to assist us to provide the products or services You have requested; and*
- (c) *where otherwise legally permitted.*

#### **Policy relating to: Access to and Use of B+LNZ website data:**

1. This data is held by B+LNZ and may be used for B+LNZ business activities (within the authorised purposes)
2. B+LNZ is permitted to share this data with partner organisations where the use of the shared data meets the definition of clause 11.1 above

## RMPP Data Access and Use Policy

### **B+LNZ Account T&Cs**

Creating a B+LNZ Account on the B+LNZ website provides access to certain features provided by RMPP, but does not necessarily mean those account owners will progress to join RMPP Action Network. Data provided as part of the registration process and subsequent updating of the user's profile is stored in the B+LNZ CRM.

The terms and conditions relating to the creation and use of an account on the B+LNZ website allow for the sharing of personal information and data with partners, as per the clauses below:

#### *Personal information*

- 6.3 *You agree that B+LNZ and RMPP may hold and use the personal information that You provide or that B+LNZ or RMPP obtain from third parties with your consent about You for the following purposes:*
- (a) *to create, manage and administer Your Account in accordance with these Terms;*
  - (b) *to comply with Our legal obligations, co-operate with the court service, Our regulators and law enforcement agencies and to prevent and detect crime;*
  - (c) *to provide user support, improve the quality of the features available via Your Account and train Our staff;*
  - (d) *to keep You informed (by email or via Your account) of products and services we consider may be of interest to You; or*
  - (e) *for the purposes set out in clause 5.7 of these Terms.*
- 6.4 *B+LNZ and RMPP may retain Your personal information for as long as is reasonably required for the purposes for which it was collected.*
- 6.8 *RMPP may share Your Data or personal information with RMPP's partners, provided that RMPP:*
- (a) *determines that the disclosure is one of the purposes for which the information was provided; or*
  - (b) *obtains Your consent when any personal or commercially sensitive information is intended to be disclosed.*

#### **Policy relating to: B+LNZ Account personal information and data:**

1. This data is held by B+LNZ (or RMPP as applicable) and may be used for the authorised purposes
2. RMPP is permitted to share personal information and data with partner organisations where the use of the shared data meets the definition of clause 6.8 above

## RMPP Data Access and Use Policy

### KPI Tools

On-line KPI tools are available via the B+LNZ website and may be utilised by any farm business with a B+LNZ user account. A farm business is not required to participate in RMPP Action Network to access the KPI tools.

KPI calculators fall into two categories, those provided by FarmIQ and presented via the B+LNZ website and those hosted directly on the B+LNZ website. Data entered to enable farm businesses to generate FarmIQ hosted KPIs is passed directly to FarmIQ and is not stored in any B+LNZ environments. Data entered to generate the B+LNZ website-hosted KPIs is stored in the B+LNZ website environment.

KPI graphs and benchmarking outputs are accessed from within a farm business's B+LNZ Account, however, the graphs are regenerated each time a user views these and no outputs are stored within the B+LNZ environment.

All KPI data stored in the FarmIQ environment is separated from and not accessible by the FarmIQ farm management system.

The terms and conditions relating to the creation and use of a B+LNZ Account allow for the use and sharing of data with partners, as per the clauses 5 below:

#### *Data*

- 6.5 *B+LNZ and RMPP may use Your Data to support Your use of and access to the Account features, and to provide any additional support services that may be required to assist that use and access.*
- 6.6 *You agree that B+LNZ and RMPP may use Your Data for the purposes of providing farm benchmarking and supporting services and You agree that we may disclose Data in aggregate form for the purpose of providing farm benchmarking, analysis, research and to provide information or other services internally and to third parties where We or RMPP have engaged those third parties to assist to provide the products or services You have requested.*
- 6.7 *B+LNZ and RMPP may retain Your Data for as long as is reasonably required for the purposes for which it was collected.*
- 6.8 *RMPP may share Your Data or personal information with RMPP's partners, provided that RMPP:*
- (a) *determines that the disclosure is one of the purposes for which the information was provided; or*
  - (b) *obtains Your consent when any personal or commercially sensitive information is intended to be disclosed.*

## RMPP Data Access and Use Policy

### Policy relating to: Access to and Use KPI data:

1. This data is owned by the farm business and hosted on behalf of RMPP and B+LNZ by FarmIQ and B+LNZ
2. FarmIQ has no rights to use the data stored on behalf of RMPP and B+LNZ for its own purposes
3. This information may be used in aggregated form by B+LNZ to provide benchmarking via the B+LNZ website
4. All RMPP partners are permitted to access aggregated data
5. Un-aggregated data may be disclosed and used by RMPP partners where RMPP determines that the disclosure is one of the purposes for which the information was provided, or consent is given when any commercially sensitive information may be disclosed

## RMPP Data Access and Use Policy

### RMPP Action Network T&Cs

All data specific to RMPP Action Network groups: group names, members, extension plans, action plans, financials is held within the B+LNZ CRM system, but in separate tables, which is only available to B+LNZ staff with top level administrator rights.

B+LNZ wish to be able to deliver services to support the aims and goals of RMPP. This requires B+LNZ to be able to identify areas of interest and trends within RMPP Action Network groups to enable extension activities to be focused in the relevant areas, both technically and geographically.

The terms and conditions relating to the use of information captured through participation in RMPP Action Network allow RMPP to share this information in aggregated form as per the clauses below:

43. *You agree RMPP may hold and use Your information, including personal information, that You provide or that RMPP obtains from third parties about You for the purposes of providing the RMPP Action Network, including but not limited to:*
- (a) *providing, managing and administering the RMPP Action Network in accordance with these Terms;*
  - (b) *contacting You regarding Your participation in the RMPP Action Network;*
  - (c) *complying with Our legal obligations, co-operating with the court service, Our regulators and law enforcement agencies and preventing and detecting crime;*
  - (d) *providing support, improving the quality of the RMPP Action Network and training Our staff;*
  - (e) *increasing commercial red meat producers' uptake of new ideas and technology; and*
  - (f) *promoting New Zealand's red meat industry.*
44. *Neither You nor RMPP will disclose any Confidential Information provided to it by the other without the written consent of the other party (such consent not to be unreasonably withheld) unless otherwise provided in these Terms or unless that information is already in the public domain, becomes known to the other party from a third party other than through breach of this Agreement, is developed independently by the receiving party or is required to be released by a court of law.*
45. *You acknowledge that RMPP can disclose information relating to the RMPP Action Network. For the avoidance of doubt, generalised aggregated information regarding the RMPP Action Network that does not identify a Farm Business Participant is not Confidential Information and RMPP can use and publish such information as it sees fit in the promotion of New Zealand's red meat industry.*
46. *RMPP may disclose your personal information and individual farm data with RMPP's partners, provided that RMPP:*

## RMPP Data Access and Use Policy

- (g) *determines that the disclosure is one of the purposes for which the information was provided; or*
  - (h) *obtains Your consent when any personal or commercially sensitive information is intended to be disclosed.*
47. *For the avoidance of doubt, You consent to RMPP disclosing Your contact information to Beef + Lamb New Zealand Limited, for the purpose of, but not limited to, allowing Beef + Lamb New Zealand to de-aggregate data according to the Area of Interest specified by participants in the RMPP Action Network.*
48. *RMPP may retain Your information, including your personal information, for as long as is reasonably required for the purposes for which it was collected.*

### **Policy relating to: Access to and Use of RMPP Action Network Data**

1. RMPP Action Network specific data is owned by RMPP
2. RMPP may disclose Action Network data in aggregated form providing it does not identify a participant of the RMPP Action Network
3. RMPP may run reports and extract aggregated data relating to Action Network directly from the B+LNZ CRM system
4. With RMPP approval, B+LNZ CRM administrators may also run such reports as required to provide the aggregated information required to support B+LNZ's business activities
5. Other RMPP partners may request RMPP to provide aggregated data relevant to their business activities
6. RMPP may publish aggregated RMPP Action Network data beyond RMPP partners as required to support RMPP activities and reporting needs
7. RMPP may disclose personal information and individual farm data to RMPP's partners in accordance with clause 46-47 above.

## RMPP Data Access and Use Policy

### Appendix A:

#### High Level Data Storage Locations

User Interaction	Data Storage Location			
	B+LNZ website	B+LNZ CRM Standard Tables	FarmIQ	B+LNZ CRM Action Network Tables
B+LNZ website user account	✓	✓	✗	✗
KPI Tools	✓ (i)	✗	✓	✗
Action Network Registration	✓ (ii)	✓ (iii)	✗	✓
Action Network Groups, Extension/Action Plans etc	✓ (ii)	✗	✗	✓

- I. Supplier IDs are not stored in the B+LNZ environment, only FarmIQ
- II. Stored in Action Network Management System hosted in B+LNZ website environment
- III. Some data captured at Action Network Registration stage is shared, e.g. address

#### Breakdown of Data Fields and Capture Points

Data Captured	B+LNZ Account	KPI Tools	Action Network Registration	Group Creation/ Extension Plan
First name	✓			
Last name	✓			
Email address	✓			
Occupation	✓			
District	✓			
Farm Name*	✓	✓		
Main Phone Number			✓	
Optional Farm/Business Details	✓			
Processor Name(s)		✓		
Supplier Id(s)		✓		
Farm Settings		✓		
KPI Data Inputs		✓		
Trading Name*			✓	
Business Name**			✓	
Physical Address			✓	
Group Name				✓
Group Members				✓
Member Roles				✓
Extension Plan				✓
Action Plans				✓
Funding/Expenditure				✓

\*If Farmer selected in Occupation



## RMPP Data Access and Use Policy

\*\*If other than Farmer selected in Occupation