

## ***Shearer Equipment Data / Data Management Policy***

This document has been developed for the protection of Shearer Equipment, its employees, customers, their data, machine information and operation information and third party partners. This document details the use, collection and privacy surrounding personal, equipment and operation data. In the following we/our will refer to Shearer Equipment and its employees. Third party partners will hereto be referred to as they/their and the customer will be referenced as you/yours. Shearer Equipment and its affiliates take data management and the protection of its customers very seriously. We insure that your information is used only for your benefit, development of technologies and offerings to our customers and will in no way be shared unless deemed appropriate by you. This policy will be shared anytime upon request and may be viewed at [www.shearerequipment.com](http://www.shearerequipment.com).

### **Machine Information / Data Collection**

Machine data, usage and information will be used internally for the purposes of helping you maximize your machine efficiencies and provide you with the most up to date information and maintenance practices. We may use machine information to help design packages around your operation to offer you more choices and money saving opportunities within your business. Machine data will never be shared with outside sources and no names will be attached to machine information or history when using as examples for support development.

Information collected may vary based on equipment type, products or services purchased and machine capability. Information collection points may include but are not limited to John Deere's JDLink system on equipment with a 3G MTG, Operations Center or other third party technologies in use with equipment sold, serviced or maintained by Shearer Equipment and its employees.

The Integrated Solutions Manager, AMS Specialists, Customer Account Managers and Service Managers/Writers will use machine information to help you set alerts, maintain service interval alerts and evaluate machine usage or load to provide you with pertinent information for your operation. When trade-ins occur you have the option to share or keep private the history information within JDLink. Machine history will only be transferred at your approval.

### **Data Protection**

We strive to protect our customers data including personal information, equipment and operation data to the best of our ability. Secured systems are used when necessary and only those personnel with approval and insight into the data management standards will have access to information. While we employ a system to alleviate unauthorized use of data in our

control we cannot offer any type of guarantee that information may not be accessed by third parties including equipment and technology manufacturers and their subsidiaries.

### **Personal Agronomic Information**

You have the option to share personal agronomic information and practices to allow us to better serve your agricultural needs. Personal agronomic information will never be shared or discussed with those other than the person working directly on your account. We will share information with third-party partners only at your request and with your permission within MyJohnDeere.com to do so. They will receive information only after you have approved such information sharing. Only the Integrated Solutions Manager and AMS Specialists will work with your information upon your request and approval to do so to fulfill obligations outlined in Support Agreements and service requests.

### **Use/Sharing of Data**

Information sharing within John Deere's Operation Center includes three categories: Machine Data and Services; Production / Agronomic Data and Services; and Organization Administration. You have the option as to what level of information you would like to share with the Production / Agronomic Data and Services and Organization Administration categories. You are free to change permission levels of these at anytime and we recommend you consult with us if you ever have any questions or concerns as to what information may be shared within this structure. We may, at times, remotely view your equipment information to assist with diagnostics, repair and equipment efficiencies.

Based on finance options chosen upon the purchase of equipment, parts or services your information may be shared with financial institutions and their affiliates. Contact information may be used for marketing, accounting or transactional purposes including but not limited to direct emails from within our organization, Constant Contact, direct mailings, mailing from third parties and associates. To be removed from contacts lists or request additional information about sharing practices please use the opt out link where applicable or contact the Data Management Coordinator.

### **Retaining Information**

Shearer Equipment will retain information only for as long as necessary to complete the services requested by a customer. Any machine information retained for training or internal purposes will have no customer names or information attached for any reason. Please refer to individual third-party policies for their information retaining policies and procedures. Shearer Equipment, its employees and affiliates are not responsible for information dispursed, data privacy practices or information collected from links you may be directed to from within our site.

**More information:**

Visit [shearerequipment.com](http://shearerequipment.com) to view this policy and other information, sign up for communications from Shearer Equipment and learn more about the equipment, programs and information included in this document.

Please visit [MyJohnDeere.com](http://MyJohnDeere.com) to set up your account, manage your account and change user preferences and permissions for programs including but not limited to JDParts, AgLogic, Stellar Support, Operations Center and JDLINK.

This policy may be updated at any time without prior written notice. For the most up to date policy information please visit: <http://shearerequipment.com/Divisions/AMS.aspx>

For additional information on policies, procedures or concerns please feel free to contact our Data Management Coordinator at [TaraS@ShearerEquipment.com](mailto:TaraS@ShearerEquipment.com) or 330-601-1088 Opt. 2.

