

Short-Form Privacy Statement



Revision Date: 28.10.2024

Information on Controller of data and purpose of data processing

John Deere Walldorf International GmbH, John-Deere-Strasse 1, 69190 Walldorf in Germany (“John Deere”) collects and processes personal data (dealer account number, dealer name, dealer address, name and surname of the registrant, user ID/XID, e-mail address, phone number or mobile number, arrival/departure dates, travel information, passport data (only if required by authorities)) directly from you and about your activities with us in relation to the respective event or training (live or virtual format) for which you have registered yourself as a participant. We use this personal data for the purpose of organizing and executing the event and in order to grant you access to the virtual event page.

Legal basis for data processing

We are processing this personal data based on your consent (Article 6 (1) lit.a) or to fulfil a contract with you (Article 6 (1) lit.b) as a legal basis for data processing General Data Protection Regulation (GDPR).

Retention Period

We keep your personal data 10 years in accordance with our retention policy.

Categories of recipients of personal data

Services using your data for the registration of live or virtual events and training sessions are hosted and delivered by a third-party company that we engaged for this purpose. We also share with or disclose this personal data to our affiliates for the purposes set out in the long form privacy statement. Your personal data is transferred to non-EEA countries with different, and less protective data protection laws (including the United States of America), but, where the letter is the case, John Deere relies on admissible data transfer mechanisms, such as Standard Contractual Clauses or Binding Corporate Rules, if any.

Data Subject Rights

To request access to your personal data, to ask us to rectify or erase personal data or restrict the processing, to object the processing or to exercise any of the other data privacy rights available to you, or to request information/a copy of the relevant international data transfer mechanism, please contact us under www.deere.com/privacy. You can withdraw consent at any time by contacting region2events@johndeere.com. You also have the right to complain to the relevant supervisory authority in the EU Member State of the habitual residence, place of work or alleged infringement of the GDPR.

More information is available in our long-form privacy statement (see here www.deere.com/privacy).