



Data Sharing – Terms and Conditions

As part of the NUE-Profits four-year programme funded by Innovate UK developing the Framework for Improving Nitrogen Efficiency (FINE), AgAnalyst is working with a consortium of partners to deliver the project.

In this document we want to clarify how your farm data will be collected and for what purposes that data will be used by each partner in the consortium.

Data Sharing

Your farm data will be treated by all the organisations as private to you and not used for any purposes not stated in this form. The data relating to your farm and your fields will be anonymised and we will make sure that no named individual can be identified.

Your Personal Data

Your personal data will be held separately by AgAnalyst and our Privacy Policy is on our website (<https://www.nue-profits.com/privacy-policy>). Other consortium partners will not have access to your personal data, except where there is a compelling reason, which will be cleared with you first and will be covered by a separate privacy notice, which they will supply to you.

Consortium Partners and Data Purposes

Consortium Partner	Nature of Business	Data purposes
AgAnalyst Ltd - COMMERCIAL LEAD	Platform for precisely integrating field data and visualisation	Using field maps and other geospatial data to autonomously integrate, fertiliser applications, tests and other readings into analytics to support practical farm management
Agreed Earth	New business models for trading public goods	Using farm data to explore new opportunities for farm income streams
Assimila	Acropolis model for in-season yield forecasting	Focusing EO (earth observation) weather forecasting to individual field level and training crop growth models
Dales Land Net	Soil and moisture probes, IOT remote sensing	Collecting soil data; moisture, temperature and nitrogen content
Dyson	Farming company	Using in-season analytics to make interventions in fertiliser practice
EFFP *	Building farmer co-operation and connecting them to retail	Introducing farmers already in retail supply chains to FINE models
Hill Court Farm Research	Soil, leaf and grain testing services	Handling site-specific test results from named individuals and farm locations.

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LIAT (University of Lincoln Institute of Agricultural Technology) -ACADEMIC LEAD *	Evaluating and calibrating testing technologies; including SPAD meters, NOX towers Qualitative and quantitative data collection on farm/farmer engagement with the project and economic, environmental and social value.	On-going research; teaching and data sources for future academic and non-academic publications, and other knowledge exchange activities. Dissemination of findings to multi-stakeholder audiences through a variety of print and non-print media
N Blacker & Sons	Farming company	Using in-season analytics to make interventions in fertiliser practice
Navigate Eco Solutions *	Developing update for RB209, new recommendations based on current fertiliser analyses	Customising nutrient requirements gathered from testing to a farmers available fertiliser analysis
Velcourt *	Farming company	Using in-season analytics to make interventions in fertiliser practice

*NB These companies may already hold your personal data if they introduced you to the project.