Privacy and Data Policy for MicroFeeder

This privacy policy will explain how MicroFeeder uses the personal data we collect from you when you use our websites https://www.microfeeder.com and https://www.pitstopplusmanager.com. The MicroFeeder owned domain https://www.pitstopplus.eu is pointing at https://www.microfeeder.com/microfeeder_pitstopplus and is thus not representing an individual website.

Pitstop^{PLUS} Manger us an app for an IoT system for precision supplementation, found at the domain https://www.pitstopplusmanager.com. A section below explains which data this IoT system handles and our policy for that.

What data do we collect?

MicroFeeder collects the following data (A = Actively registered by the user, P = passively registered by the website):

Process	Data type	microfeeder.com	pitstopplusmanager.com
User registration process	E-mail address	A	A
	Password	A	A
	Date and time created	P	P
	User level / type	P - may be changed from registered (code 1) to customer (code 6) by the Administrator	P
	Serial Number	-	P - based directly on SN information on the system the user has physical access/ownership to
	Member / User Index	P - auto generated ID	P - based indirectly on SN information on the system the user has physical access to
Additional user information provided by the user under settings	User Name	A	A - provided during the registration process
	First name	A	A - first name and last name is stored in one field

Process	Data type	microfeeder.com	pitstopplusmanager.com
	Last name	A	A - first name and last name is stored in one field
	Telephone number	A	-
	Address	A	-
	Culture	A	A
Auto generated information	Date for creating user	P	P
	Date for updating user	P	P
	Date for last login	P	P
	Subscription information	P – all registered users are subscribed to receive newsletters.	P - entered by Administrator
	Affiliated company information	P - entered by Administrator	A – alone registered for the first admin user

Handling of IoT data in the Pitstop^PLUS IoT system

The domain https://www.pitstopplusmanager.com is a Progressive Web App that handles the following data:

- Logged data about cow's use of the system, each record containing information about the cow ID, the visit time, the ID of the visited feeder, the ID of the member (dairy farm in which the feeder is installed), the result of the visit (feeding, cow unknown, idle time too low, etc.)

- Information about the Member, meaning the dairy farm business that uses a Pitstop^PLUS system, such as Business/Herd Name, the serial number of the installed master unit, subscription to synchronisation of data with an official herd and animal register, and subscription to push messages.

- Information about the herd, which are system settings for the specific herd, such as the maximally allowed supplementation per cow per day of a given supplement, the allocation of feeders to groups, the name of the used supplements, and the period the cows shall be supplemented with given supplements in given groups in relation to the calving date.

The abovementioned Pitstop^PLUS IoT data respects the "EU Code of conduct on agricultural data sharing by contractual agreement" – https://www.cema-agri.org/images/publications/brochures/EU_Code_of_conduct_leaflet.pdf. The following is in this connection specified:

- Logged data is specified in the Pitstop^{PLUS} Manager app (ref. to the abovementioned first dot), from where it can be downloaded as an excel file. Data is collected for 14 days for systems running in auto mode and 6 months for systems running in normal mode. After these periods, the data is automatically deleted by the Pitstop^{PLUS} system.

- All data belongs to the Member, meaning the dairy farm business that uses a Pitstop^{PLUS}. The data is necessary for operations of the Pitstop^{PLUS} system.

- Pitstop^{PLUS} firmware is analysed and optimised for the highest possible Security, Privacy & Trust of its data handling. MicroFeeder oblige itself to inform the Member in the unlikely event of data security breach.

- MicroFeeder reserves the right to use Pitstop^{PLUS} data for analysing, publishing or sharing with third part provided the data and analysis results are anonymised and in no way can be traced back to the Member.

How do we collect your data?

It appears from the above table in the "Process" column how we collect your data.

How will we use your data?

MicroFeeder collects your data so that we can:

- Process your order and manage your account.
- Email you with information about our products and services.

MicroFeeder does not share your data with any third parties.

How do we store your data?

MicroFeeder securely stores your data at a MS SQL server hosted by wannafind.dk.

MicroFeeder will keep your data as long as or company exists, until you delete your account by clicking the delete button under your profile eg. because you do not wish to keep it, or until we delete your account by removing it from the MS SQL server eg. because it is not active. When your account is deleted, all your data is deleted, erased, null and void.

Marketing

MicroFeeder is not using your data for marketing purposes.

What are your data protection rights?

Our Company would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access** – You have the right to request Our Company for copies of your personal data. We may charge you a small fee for this service. Your personal data is accessed from or webpages after login.

- **The right to rectification** – You have the right to request that Our Company correct any information you believe is inaccurate. You also have the right to request Our Company to complete the information you believe is incomplete. You can at any time rectify your own data after logjn.

- **The right to erasure** – You have the right to request that Our Company erase your personal data, under certain conditions. You can at any time delete your data / profile /account by clicking the delete button.

- **The right to restrict processing** – You have the right to request that Our Company restrict the processing of your personal data, under certain conditions.

- **The right to object to processing** – You have the right to object to Our Company's processing of your personal data, under certain conditions.

- **The right to data portability** – You have the right to request that Our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

Call us at: +45 6141 5441

Or write to us: iusr@microfeeder.com

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit allaboutcookies.org.

How do we use cookies?

Our Company uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in

- Understanding how you use our website

- Navigate on our websites

- Remember user settings

What types of cookies do we use?

There are a number of different types of cookies, however, our websites uses alone Functional cookies:

- Functionality – Our Company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.

In specific, the cookies used at our websites are as follows (PS = Passive session cookies, AU = Active Use cookies):

Cookie	microfeeder.com	pitstopplusmanager.com
_AntiXsrfToken	PS - This cookie is used to prevent Cross-site request forgery (often abbreviated as	PS - This cookie is used to prevent Cross-site request forgery (often abbreviated as CSRF) attacks of the

Cookie	microfeeder.com	pitstopplusmanager.com
	CSRF) attacks of the website. CSRF attacks exploit the trust that a site has in a user's browser.	website. CSRF attacks exploit the trust that a site has in a user's browser.
ASP.Net_SessionId	PS - Allows the website to save your session state across different pages. For example, if you have completed a survey, the website will remember that you have done so and will not ask you to complete it again when you view another page on the website. Function: This is a session cookie and will be destroyed when you close your browser. This cookie is essential for our website to function.	PS - Allows the website to save your session state across different pages. For example, if you have completed a survey, the website will remember that you have done so and will not ask you to complete it again when you view another page on the website. Function: This is a session cookie and will be destroyed when you close your browser. This cookie is essential for our website to function.
PitstopPLUS_HerdInfo	-	AU - contains systems settings information, such as the name of the cow groups, the maximal gram minerals the cows shall have access to eat per day, etc. This is a functional cookie, which the app cannot function without. The cookie will remain on the user device for a year if the user has selected to remain logged in.
PitstopPLUS_UserInfo	-	AU - contains information about user e-mail address, user name and user index. The cookie will remain on the user device for a year if the user has selected to remain logged in.
UserInfo	AU - contains information about user e-mail address, user name and user index. The cookie will remain on the user device for a year if the user has selected to remain logged in.	-
time_zone	-	PS - contains information about the user time zone. Will remain on the user device for 1½ year.

Cookie	microfeeder.com	pitstopplusmanager.com
_utma	PS - this is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It it used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.	-
_utmb	PS - this is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30 minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.	-
_utmc	PS - this is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older versions this was used in combination with the __utmb	-

Cookie	microfeeder.com	pitstopplusmanager.com
	cookie to identify new sessions/visits for returning visitors. When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.	
_utmt	PS - this cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes	-
_utmz	PS - this is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	-
cb_enabled	PS - this cookie is associated with a free script which shows a cookie alert notice on a website. It is used to record when the user has dismissed the notice to prevent it re-appearing on return visits.	-

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. Most of the information at microfeeder.com is available without

acceptance of cookies, whereas for pitstopplusmanager.eu, no use of the website is possible without acceptance of cookies.

Privacy policies of other websites

MicroFeeder's websites contains links to other websites. Our privacy policy applies only to our websites, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

MicroFeeder keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 17 January 2023.

How to contact us

If you have any questions about MicroFeeder's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: iusr@microfeeder.com

Call us: +45 6141 5441

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that MicroFeeder has not addressed your concern in a satisfactory manner, you may contact the relevant authority.