

AcreAtlas

Privacy Policy

Effective date: 06-08-2026 | Version: 1.3 final — August 2026

Published at: acreatlas.eu/privacy | Contact: info@acreatlas.eu

AcreAtlas is a precision agriculture platform. We take your data seriously — and not in the usual corporate way. Your field data is yours. We process it to run the service and improve your experience; we do not sell it, we do not build profiles for advertisers, and we do not share it with third parties unless you have authorised it or law requires it.

1. Who We Are

AcreAtlas is operated as a sole proprietorship trading under the names AcreAtlas / AkkerAtlas, registered with the Dutch Chamber of Commerce under number 99197081, and is the data controller for the personal data described in this Policy. (Note: the controller will be replaced by AcreAtlas B.V. once incorporated and the relevant transfer formalities are completed.)

Company: AcreAtlas

Contact: info@acreatlas.eu

KvK number: 99197081

Registered address: as registered with the Chamber of Commerce (KvK 99197081)

If you have a question about this Policy, your data, or how to exercise your rights, contact us at the address above. We aim to respond within 5 business days.

2. What Data We Collect and Why

We collect only data that is necessary to provide you with the Platform and to comply with our legal obligations. The table below sets out each category.

Category	Examples	Why we collect it	Legal basis (GDPR Art. 6)
Account data	Name, email address, company name, phone number	To create and manage your account; to contact you about your service	Performance of contract (Art. 6(1)(b))
Field data	Field boundary coordinates, GPS data, crop type, growth stage records	To generate Spray Maps, Orthomosaics, and compliance reports for you	Performance of contract (Art. 6(1)(b))
Drone imagery	Aerial images uploaded to the Platform, orthomosaics, NDVI data	To process and generate your Spray Maps and field analytics	Performance of contract (Art. 6(1)(b))
Spray & application records	Spray Map exports, application dates, product records	To generate compliance reports; for your own audit trail	Performance of contract (Art. 6(1)(b)); Legal obligation (Art. 6(1)(c)) where applicable
Usage data	Pages visited, features used, session timestamps, error logs	To improve the Platform; to diagnose technical issues	Legitimate interest (Art. 6(1)(f)) — improving service reliability
Payment data	Invoice details, payment method (processed by payment provider)	To process payments for Platform subscriptions	Performance of contract (Art. 6(1)(b))
Communications	Emails and messages you send us; support requests	To respond to your questions and support requests	Legitimate interest (Art. 6(1)(f)) — customer support
Cookie data	Session cookies, analytics cookies (see Cookie Policy)	Platform functionality; usage analytics	Consent (Art. 6(1)(a)) for non-essential cookies; Legitimate interest for strictly necessary

3. Your Field Data — You Stay in Control

Field boundaries, drone imagery, crop records, and spray records are your data. We hold one firm principle on this:

We do not sell your field data. We do not share your identifiable field data with third parties for commercial purposes without your consent and interest. We do not use your data to build profiles for advertisers. Your data is processed to run and improve the service for you — nothing else.

Specifically:

- We process your Field Data only to provide Platform services to you — generating Spray Maps, processing imagery, and producing compliance reports.
- We use data for model training only after applying technical and organisational measures intended to render the data anonymous, including removal of direct identifiers, stripping of GPS metadata where appropriate, boundary cropping, aggregation, and exclusion of data that can reasonably be linked back to an identifiable person or individual farm. Where data cannot be sufficiently anonymised, we will treat it as personal data and process it only where a valid GDPR legal basis applies.
- If you use a third-party agronomist, spray contractor, or other professional through or alongside the Platform, you control whether and how your data is shared with them. We will not share your data with such parties without your authorisation.
- We do not transfer your personal data outside the European Economic Area (EEA) unless appropriate safeguards are in place (see Section 7).

4. Who We Share Your Data With

We do not sell your data. We share it only in the following circumstances:

4.1 Sub-processors (technical service providers)

To operate the Platform, we use third-party technical service providers ('sub-processors') who process your data on our behalf and under our instructions. These are contractually bound to protect your data and use it only for the purposes we specify. Our current sub-processors include:

Service	Provider	Purpose	Location
Cloud hosting / infrastructure	Microsoft Azure (Microsoft Ireland Operations Ltd)	Storing and processing Platform data	European economic area
Email delivery	Microsoft 365 (Microsoft Ireland Operations Ltd) — transactional email via the founder's M365 mailbox	Sending transactional emails (account notifications)	European economic area
Payment processing	None (invoicing	Processing subscription	European

	handled manually by AcreAtlas; no third-party payment processor)	payments	economic area
Analytics	None (no third-party analytics; only first-party server logs)	Platform usage analytics	European economic area

We will update this list when we add new sub-processors. If you have a Data Processing Agreement with us, we will notify you of material sub-processor changes as required by that agreement.

AcreAtlas uses Firebase Authentication (Google LLC) as its identity layer. You can sign in with a Google account, with a Microsoft (Entra) account, or with a one-time code sent to your email address. The identity layer receives only the minimum identifiers required to authenticate you (email address and profile identifier) and does not receive Field Data. If you enable two-factor authentication, your mobile phone number is processed to deliver the SMS verification code. Signing in with a Google or Microsoft account involves a transfer of authentication metadata to the United States under the EU–US Data Privacy Framework. The Platform also offers optional integrations with DJI Cloud (drone mission planning) and John Deere Operations Center (prescription map delivery to compatible tractors); these are third-party services activated only when the User configures them, are governed by the User's own agreement with those providers, and AcreAtlas transmits only the data strictly necessary for the requested integration. None of these third parties receive Field Data beyond what is needed for the specific function the User has requested.

4.2 Legal requirements

We may disclose your data to a competent authority (including the Autoriteit Persoonsgegevens, courts, or other regulators) where we are legally required to do so, or where necessary to protect our legal rights or the safety of others. We will tell you if this happens unless we are legally prohibited from doing so.

4.3 Business transfers

If AcreAtlas is involved in a merger, acquisition, or sale of assets, your data may be transferred as part of that transaction. We will notify you before your data is transferred and becomes subject to a different privacy policy.

5. How Long We Keep Your Data

Data category	Retention period	Reason
Account data	Duration of account + 2 years after closure	To handle post-closure queries and legal claims
Field data (boundaries, imagery, records)	Duration of account. Deleted or returned within 30 days of written request after account closure.	Your active use of the service; you can request deletion at any time
Spray & compliance	Duration of account + 7	Retained for the duration of the account

records	years	and, where applicable, for such longer period as required by law or reasonably necessary for audit, dispute resolution, or compliance purposes. Users remain responsible for retaining their own legally required agricultural records.
Usage / analytics data	24 months rolling, then anonymised	Service improvement; anonymised data retained indefinitely
Payment records	7 years from transaction date	Dutch Belastingdienst bookkeeping requirements (Wet op de omzetbelasting)
Support communications	3 years from last contact	To handle follow-up queries and disputes

You can request deletion of your Field Data at any time — see Section 6. We may need to retain some data longer if required by law or for legitimate dispute resolution purposes.

6. Your Rights Under GDPR

Under the General Data Protection Regulation (GDPR / AVG) and Dutch data protection law, you have the following rights:

Right	What it means	How to exercise it
Access (Art. 15)	You can ask for a copy of the personal data we hold about you.	Email info@acreatlas.eu — we respond within 30 days
Rectification (Art. 16)	You can ask us to correct inaccurate or incomplete data.	Email or correct it directly in your account settings
Erasure (Art. 17)	You can ask us to delete your personal data. We will do so unless we have a legal obligation to retain it.	Email info@acreatlas.eu — we act within 30 days
Portability (Art. 20)	You can ask for your Field Data in a structured, commonly used, machine-readable format.	Email info@acreatlas.eu — we provide in standard machine-readable formats: PNG/GeoTIFF (imagery), ISOXML or .SHP (prescription maps), KML (boundaries), CSV (tabular records)
Restriction (Art. 18)	You can ask us to pause processing your data in certain circumstances.	Email info@acreatlas.eu
Objection (Art. 21)	You can object to processing based on legitimate interest. We will stop unless we have compelling grounds.	Email info@acreatlas.eu
Withdraw consent (Art. 7)	Where processing is based on consent (e.g., marketing emails), you can withdraw at any time.	Unsubscribe link in emails, or contact us

We do not charge for exercising your rights and will respond within 30 days. If your request is complex, we may extend this by a further 60 days and will notify you.

If you are not satisfied with our response, you have the right to lodge a complaint with the Dutch data protection authority:

Autoriteit Persoonsgegevens (AP)

autoriteitpersoonsgegevens.nl | Tel: +31 70 888 8500

7. International Data Transfers

We aim to process and store all personal data within the European Economic Area (EEA). Where any sub-processor operates outside the EEA, we ensure appropriate safeguards are in place, such as European Commission Standard Contractual Clauses (SCCs) or adequacy decisions. Details of applicable safeguards are available on request.

8. Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, destruction, or alteration. These include encrypted data storage and transmission (TLS/HTTPS), access controls and authentication, and regular security reviews.

Where we act as controller, we will notify the Autoriteit Persoonsgegevens and affected individuals where required by the GDPR (in principle within 72 hours of becoming aware of a breach that is likely to result in a risk to rights and freedoms). Where we act as processor on behalf of a customer, we will notify the customer in accordance with the applicable Data Processing Agreement so that the customer can assess its own notification obligations.

9. Cookies

Our Cookie Policy provides further information about the cookies and similar technologies used on our website and Platform, including their purposes, retention periods, and how users can manage their preferences. The Cookie Policy is available at acreatlas.eu/cookies. Strictly necessary cookies are placed automatically to make the site work; analytics and other non-essential cookies are placed only with your consent.

10. Children

The Platform is intended for use by agricultural businesses and professionals. We do not knowingly collect personal data from persons under 18 years of age. If you believe a minor has provided us with personal data, please contact us and we will delete it promptly.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes via email or in-app notification at least 30 days before they take effect. The current version is always available at acreatlas.eu/privacy. Your continued use of the Platform after the effective date of a revised Policy constitutes acceptance of those changes.

12. Contact and Complaints

For any questions, data requests, or complaints about this Privacy Policy or our data practices:

AcreAtlas | KvK 99197081 | info@acreatlas.eu

If you are not satisfied with our response, you can contact the Autoriteit Persoonsgegevens at autoriteitpersoonsgegevens.nl.