



# UPSCALE

UPSCALING THE BENEFITS OF PUSH-PULL TECHNOLOGY FOR  
SUSTAINABLE AGRICULTURAL INTENSIFICATION IN EAST AFRICA



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# Privacy Policy

UPSCALE project Knowledge Exchange Hub website  
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## 1 Introduction

This Privacy Policy describes the personal data collected or processed when you use UPSCALE project Knowledge Exchange Hub website. It also explains how your personal data is used, shared and protected, what choices you have relating to your personal data, and how you can contact us. UPSCALE project Knowledge Exchange Hub website (“us”, “we” or “our”) operates the <https://upscale-hub.eu/> website (the “Service”).

General Data Protection Regulation (“GDPR”) aims to protect your “rights and freedoms” as an individual and to ensure that your personal data is not processed without your knowledge and your consent.

## 2 About UPSCALE project

UPSCALE is a Horizon 2020 Research & Innovation project that started in 2020 and lasts for 5 years. The project aims to scale up understanding and applicability of push-pull from individual fields to farm, landscape, and regional scales, and from cereal to other crops and cultivation systems. The overall goal is to address food security, livelihoods, and climate change resilience in the sub-Saharan region of East Africa, while reducing the environmental impact of agricultural practices. For this, it will foster the design, adaptation, and adoption of strategies for integrated agro-ecological management based on push-pull technology for widespread and climate-resilient sustainable intensification. With vast expertise and knowledge existing across all the consortium partners, there will be generation of innovative ideas and exploitation potential of the project results. UPSCALE is committed to protecting your privacy and personal data in accordance with regional laws on data privacy and protection.

## 3 What information may be collected?

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you or your plot (“Personal Data”).

UPSCALE project Knowledge Exchange Hub may require the following information from you:

- Full name
- Date of birth
- your contact information such as your address and postcode, your email address, mobile telephone number
- Size of plot
- Yield
- Type of crops planted and their varieties
- Soil type

## 4 How is it collected?

Most of the data will be collected by means of surveys where consent will be sought before start of any data collection. These surveys can also be online where prompts may also be through mobile phones for easy access.

Additionally, we use cookies and similar tracking technologies to track the activity on our Service and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our Service. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service. Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Service
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings
- Security Cookies. We use Security Cookies for security purposes Use of personal information that we
- collect

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## 5 How will it be used?

Partners in the UPSCALE consortium may use your information in the following ways:

- Record keeping
- Call for trainings and field days
- Optimize extension services shared on the Knowledge Exchange Hub
- Respond to farmer queries on e.g., production practices, seed availability etc.
- Perform statistical analyses to evaluate agronomic performance of crops and farmer intervention needs

Regarding the use of UPSCALE project Knowledge Exchange Hub website, we may use the collected data for various purposes:

- To provide and maintain the Service
- To notify you about changes to our Service
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent and address technical issues

We may also collect information on how the Service is accessed and used. It may include information such as your computer's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

## 6 Who will it be shared with?

We may share information about you with:

- Consortium partners within UPSCALE project
- Service providers who may be engaged to perform tasks for and on behalf of UPSCALE

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction. In case of UPSCALE project Knowledge Exchange Hub website if you are located outside Serbia and choose to provide information to us please note that we transfer the data - including personal data - to Serbia and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

UPSCALE project Knowledge Exchange Hub website will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your personal information will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## 7 Your privacy rights

In line with data privacy regulations and according to the terms and conditions of the IPR policy (with exceptions), you are entitled to:

- Request access to the details of personal data that we process and store about you.
- Request for rectification of your data, in the case of any errors or omissions.
- Request UPSCALE to stop using your personal data (including erasure), in case of an objection

Where we have obtained your consent for the processing of your personal data, you have the right to withdraw your consent at any time. If you have a request regarding your personal data and you wish for them to be changed, please contact us. Contact details can be found in the "Contact" section.

You can request removal of your posted content, but please note that removal may not encompass all possible locations, for example, back-ups or sharing by other users initiated prior to removal.

## 8 Disclosure of data (Legal requirements)

UPSCALE website may disclose your personal data in the good faith that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of UPSCALE project Knowledge Exchange Hub website

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- To prevent or investigate possible wrongdoing in connection with the Service
  - To protect the personal safety of users of the Service or the public
  - To protect against legal liability

## 9 Protection of your personal data

Data will be treated in a confidential manner and subject to suitable technical and organizational safety measures to prevent alteration, loss or unauthorized access or processing.

## 10 Retention of your data

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

## 11 Security of your data

Your personal data will never be disclosed to others in contravention of the provisions of this Privacy Policy, GDPR, and does not use personal data out of purpose of processing.

We use a variety of technical, administrative, and organizational security measures, including encryption and authentication tools in certain circumstances, to maintain the safety of your personal data. Despite our efforts, no website, database or system is completely secure or “hacker proof.” You can help keep your data safe by taking reasonable steps to protect your personal information against unauthorized disclosure or misuse.

## 12 Your Data Protection Rights Under GDPR

For the purpose of this Privacy Policy, we are a Data Controller of your personal information.

If you are from the European Economic Area (EEA), our legal basis for collecting and using your personal information, as described in this Privacy Policy, depends on the information we collect and the specific context in which we collect it. We may process your personal information because we need to perform a contract with you, such as when you create a profile with us:

- You have given us permission to do so
- The processing is in our legitimate interests and it is not overridden by your rights
- To comply with the law

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. In certain circumstances, you have the following data protection rights:

- The right to access, update or to delete the personal information we have on you
- The right of rectification
- The right to object
- The right of restriction
- The right to data portability
- The right to withdraw consent

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your personal information. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## 13 Ethics requirements

Within our project we will not involve human participants as volunteers in terms of collecting and/or further processing previously collected personal data (secondary use). However, in case of involving human participants and personal data collection and/or processing, UPSCALE consortium envisions the following procedures to address them.

Participants will be provided with an “informed consent form” and detailed “information sheets” that are in English language and are expressed in simple terms (aims, methods, implications and benefits for participants) and will state that participation is voluntary and that anyone has the right to refuse to participate and to withdraw their participation and/or data at any time without any consequences.

## 14 Analytics

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We may use third-party Service Providers to monitor and analyse the use of our Service.

## **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

## **Links to other sites**

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

## **15 Children's privacy**

Our Service does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child/ren has/have provided us with personal data, please contact us. If we become aware that we have collected personal data from children without verification of parental consent, we take steps to remove that information from our servers.

## **16 Updates to this Privacy Policy**

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this policy, we may notify you on our website, by a blog post, by email, or by any method we determine. The method we chose is at our sole discretion. We will also change the "Last Updated" date at the beginning of this Privacy Policy. Any changes we make to our Privacy Policy are effective as of this Last Updated date and replace any prior Privacy Policies.

## **17 Contact us**

We welcome questions, comments, and concerns about our privacy policy and privacy practices. If you wish to provide feedback or if you have questions or concerns or wish to exercise your rights related to your personal data, please write to [info@upscale-h2020.eu](mailto:info@upscale-h2020.eu) — if you contact us with a privacy complaint, it will be assessed with the aim of resolving the issue in a timely and effective manner.