Data Ownership, Legal Issues, Privacy and Security

Code of Conduct for Ag Data

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Biggest data generators in agriculture
Need data to operate the machines in the field
Strong relationship between equipment dealers and farmers
Use data for better equipment
Connected machinery
And confidential company data
The Agricultural Evolution

1.0  Mechanization
- Introduction of tractors
- Increase in efficiency
- But labour-intensive system
- Relatively low productivity

2.0  Green Revolution
- New agronomic management practices
- Use of fertilizer and pesticide
- Improve seed quality
- Increase yield

3.0  Precision Ag
- Guidance systems
- Yield Monitoring
- Variable Rate Application
- Telematics
- Data management

4.0  Digital Farming
- Farm Management system in real time
- Added-value services
- Automation capabilities
- Improve Agri processes & food value-chain (data platforms)

1900 1950 1990 2010 Time

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The value of farming data

Value creation outside the farm

- The value is not in the data, but in the algorithms and the improvements it brings.

- A lot of value is created outside the farm: through suppliers or in the food value chain.

- Farmer is reluctant to invest in IoT technologies: value not proven, user friendliness, interoperability, misappropriate data use, small scale farming, … eco-system not established

- Farmer is the key decision maker (purchases of equipment, agro-chemicals, services, …, sale of products)
The value of the eco-system

Sugar yield improvements through collaboration and data exchange (The Netherlands)

This example from a closed, local, crop specific eco-system sets the goal for a global open ag eco-system.
Data privacy and data ownership
The importance of trustworthy partners

Farmer “owns” is his data (i.e. controls who has access to the data of his farm)

- Power shift through skewed balance in insight
- Field data can not be anonymised
- GDPR and GPS data
- Potential roadblock for innovation
- Returning value to the farmer
Code of Conduct

Status

Promote proper behaviour

Needs to bring transparency and create trust!

- Code of conduct draft with the partners

- Now being presented to other organisations for feedback and adoption

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Farm data sharing check list
When using a product or service that captures or exchanges data from the farm, answer the following questions:

- Is there an **agreement** in place?
- **What** data is collected?
- **Who** owns/controls access to the data?
- **What services** are delivered?
- Will my data be used for **other goals** than providing me (the farmer) a service? Is it clear what these are? Can I agree/disagree? What are/is the benefits/value for me (the farmer)?
- Is data shared with **other parties**? What rules do the external parties adhere to? Can I agree/disagree with sharing data with other parties?
- Can the service provider **change the agreements** unilaterally?
- What happens when the service provider **changes ownership**?
- Can I **retrieve my dataset** from the system in a usable format?
- Will I be updated on **security breaches**?
- Can I **opt out** of the service and have my data deleted from the system?
- Is there a **contact point** to assist me with my questions?
Questions?