



As your technology provider, we are committed to the privacy of growers' ag data and proud to report that Valley 365™ is certified Ag Data Transparent (ADT). ADT certification is a symbol of trust and security in the agriculture industry, and means that Valley 365 adheres to a strict set of core principles governing how technology providers collect, use, store and transfer growers' ag data.

What does it mean that Valley 365 is Ag Data Certified?

Ag Data Transparent (ADT) certification is a symbol of trust and security in the agriculture industry, and means that Valley 365 adheres to a strict set of core principles governing how we collect, use, store and transfer growers' ag data.

Who determines the certification?

This is a certification awarded by the American Farm Bureau Federation (AFBF). Companies like Valley, John Deere, Beck's, Nutrien Ag Solutions and more promise to uphold industry data security standards.

ADT certification is recognized and backed by farming organizations including the National Corn Growers Association, the American Soybean Association, Pork Checkoff and the American Farm Bureau Federation.

Learn more at agdatatransparent.com.

Q: What categories of data does Valley 365 collect from me?

A: Agronomic Data; Land Data; Machine Data; and Weather and Climate Data

Valley 365 collects Customer Data from connected devices and APIs to provide services to users including monitor and control, irrigation recommendations, and anomaly detection.

“Customer Data” shall mean data obtained directly or indirectly from or through Customer use of the Software that is identified as Customer’s data, and is not data in any form provided by Valmont.

For more information, see Valley’s End User License Agreement (EULA)

Q: Do Valmont agreements address ownership of my data after my data is transferred?

A: No. Valley/Valmont does not address “ownership” of Customer Data. Instead, Valmont addresses these issues by explaining the license rights of users and Valmont in Section 4 of Valmont’s EULA.

Q: If Valmont contracts with other companies to provide data related services, does the ATP require these companies to adhere to the ATP’s privacy policies with me?

A: Yes. Under Section 4 of Valmont’s EULA, Valmont agrees it will not present any Customer Data to third parties unless such third party is bound by a duty of confidentiality.

Q: Will Valmont obtain my consent before providing other companies with access to my data?

A: Yes. Section 5 of EULA requires a Customer to provide a “Data Transfer Authorization” to Valmont before it will allow transfer of data to a Valmont-approved third party.

Q: After I upload data, will it be possible to retrieve my original complete dataset in an original or equivalent format?

A: Yes. Under Section 4 of Valmont’s EULA, following a written request, Valmont will provide customers with their uploaded complete dataset.

Q: Will Valmont notify me when its agreements change?

A: Yes. All users must acknowledge the EULA electronically before accessing the product platform for use. When a new agreement is implemented, the customer will be notified electronically upon login to the platform. The customer will be prompted with the new agreement and must acknowledge the new agreement before proceeding.

Q: Will Valmont notify me if a breach of data security occurs that causes disclosure of my data to an outside party?

A: Yes. Customers would be notified electronically if such a case were to occur, as stated in the EULA Section 13.

Q: Upon my request, can my original dataset be deleted when my contract with Valmont terminates?

A: Yes. Upon request, data could be deleted from database. However, it is not common practice. Valmont prefers to retain any historical data about a customer and their system so that in the event the customer returns, it is available.

Q: Do Valmont’s agreements establish how long my original datasets will be retained?

A: No. Customers are provided with historical data for as long as they need and as long as is retained in database. Valmont’s EULA does not establish a timeframe in which data is retained.

Q: Do Valmont’s agreements address what happens to my data if Valmont is sold to another company?

A: No. Customer data is an asset of Valmont Industries and is transferred in ownership to another company that would acquire the Valmont Industries entity.