



AGRICULTURAL MARKETING AUTHORITY (AMA)

DATA PRIVACY POLICY

PURPOSE

To clearly outline how the Agricultural Marketing Authority (AMA) collects, uses, discloses, and safeguards your personal information when you interact with our website, services, or other offerings. We are committed to maintaining transparency and ensuring that your personal data is handled responsibly and securely.

1. SCOPE

1.1 This Data Privacy Policy applies to all personal information collected, used, and stored by AMA, including but not limited to data gathered through our website, mobile applications, services, and any other interactions or transactions you may have with us.

2. RESPONSIBILITIES

- 2.1.** The CEO shall be responsible for the implementation and maintenance of this policy.
- 2.2.** The Data Protection Officer (DPO) is ultimately responsible for overseeing the implementation of this Privacy Policy, ensuring compliance with data protection laws, and monitoring data security practices.

3. REFERENCES

- 3.1.** ISO 9001:2015 - Quality Management System
- 3.2.** ISO 27001: 2022 - Information Security Management Systems

4. DEFINITIONS OF TERMS

TERM	DEFINITION
Privacy	This refers to an individual's right to control their personal information and how it is collected, used, stored, and shared by AMA. It involves ensuring the protection of personal data from unauthorized access and misuse, offering transparency about how data is handled, and providing individuals with the ability to access, correct, or delete their data as needed.

5. POLICY STATEMENT

5.1. AMA is dedicated to safeguarding your privacy and securing your personal information. This Data Privacy Policy outlines how we collect, utilize, and protect your data. We prioritize transparency and provide you with control over your personal information. By using our services, you consent to the practices described in this policy.

6. PROCESS/ ACTIVITY DESCRIPTION

6.1. INFORMATION WE COLLECT

6.1.1. AMA collects the following types of information:

6.1.2. **Personal Information:** Name, identification document number, email address, phone number, payment details, and other information you provide voluntarily.

6.1.3. **Non-Personal Information:** Browser type, IP address, device information, and usage data.

6.1.4. **Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance user experience and analyse website traffic. [How We Use Your Information](#)

6.1.5. We may use the information collected for various purposes, including:

6.1.5.1 Providing, operating, and maintaining our services, processing transactions and managing customer relationships, sending updates, newsletters, or promotional content (you may opt-out at any time), improving our website and user experience, complying with legal obligations.

6.2. HOW WE SHARE YOUR INFORMATION:

6.2.1. We do not sell your personal information. However, we may share information with:

6.2.2. **Service Providers:** Third-party vendors who assist in operating our business.

6.2.3. **Legal Requirements:** If required by law or to protect our legal rights.

6.2.4. **Business Transfers:** In case of a merger, sale, or asset transfer.

6.3. DATA SECURITY

- 6.3.1. We implement appropriate security measures to protect your personal data. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

6.4. YOUR RIGHTS AND CHOICES

- 6.4.1. You have the following rights regarding your personal data:
- 6.4.2. Access, update, or delete your information.
- 6.4.3. Opt-out of marketing communications.
- 6.4.4. Restrict or object to data processing in certain cases.

6.5. THIRD-PARTY LINKS

- 6.5.1. Our website may contain links to third-party sites. We are not responsible for their privacy practices and encourage you to review their privacy policies.

7. VARIATIONS TO THE POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on our various platforms with an updated effective date.

8. COMPLIANCE TO THE POLICY

Failure to observe provisions of this document and any related policies and procedures will constitute a breach of laid down procedures and necessary actions to be taken against offenders.

9. PERFORMANCE INDICATORS

- 10.1** 100% adherence to the Policy

10. RECORDS

Record	Storage Area	Retention Period
Data Backups and System Logs	Manage Engine	7 Years
Privacy policy acknowledgments Logs	Manage Engine	7 Years
Incident Reports	Manage Engine	7 Years