



17. Data Governance How do Organizations Deal with Stewardship of Farmer Data?

Title presentation

Dairy farmers at the JoinData steering wheel when using data in CRV and Lely applications

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Lely Industries N.V. is a Dutch agricultural machine manufacturer which is based in Maassluis, the Netherlands.

Abstract

Transparent farmer consent: a use case between CRV, Lely and JoinData

Transparency in how you deal with your customers data is rapidly becoming a license to operate: without trust people are less and less inclined to share data. We present a use case how Lely and CRV partner with JoinData to give farmers insight and control over how and when dairy data is being exchanged. As a service to their customers, CRV and Lely traditionally already exchanged data. The consent for sharing this data, as well as the underlying technical interfaces were due for revision.

In the presentation we describe how consent was arranged in the existing situation: a farmer had to give consent at both Lely and CRV to enable data sharing. From a farmer's perspective it required working with different interfaces. For Lely and CRV, it involved creating custom contracts for each and every data exchange, contracts that are not easily generalized for other partners. In case of free data, farmer consent is managed by JoinData and data is accessible for third parties. In case of licensed data, parties still may need to sign an additional contract to cover commercial agreements.

The goal of this project was to make the data exchange future proof: the legal basis for the exchange must be of the highest possible standard: transparent for the farmer, GDPR-proof and reusable for exchanges with other partners as well. The same goes for the technical exchange: here the new ICAR ADE JSON standard plays a big role. As one of the first (if not the first) implementations of the new ADE standard in actual production, it gives both Lely and CRV the opportunity to reuse the same technology and allow their partners to connect to their platforms in a sustainable way.

Both companies center their solution around JoinData: as a datahub, it manages the legal framework, the consent of farmers and distributes the ADE compatible messages through their platform. A year ago we informed you about the plans. In this presentation we will take you into the practice of today.