

AFBF Data Privacy Survey Final Results

Sample Size

- 3,380 total respondents
- 2,654 respondents indicated they were actively engaged in a farming operation
- Of the 2,654 respondents either active in their farming operation and not skipping the question, 1,030 respondents indicated they currently use precision technologies on their farm or input their farm data into an off-farm company data system.

Top Three Concerns from Farmers

- 1.) **Liability** – In the case of a data breach, who is liable for my farm data? Can misuse of my data be used against me if not obtained legally?
- 2.) **Usage** – How is my data being used by each company and who is it being shared with?
- 3.) **Privacy** – Is my data anonymous so it cannot be traced back to my site specific operation?

Key Highlighted Findings

- **Question #3: Do you plan on investing in new or additional precision and data technologies in the next couple of years?**
 1. Over 50% of farmers indicated that they plan on investing in new or additional precision and data technologies in the next couple of years.
- **Question #4: Do you currently use precision technologies on your farm or input your farm data into an off-farm company data system?**
 1. Approximately 40% of farmers do not currently use precision technologies on their farm or input their data into an off-farm company data system.
- **Question #6: Would you be interested in a neutral/independent data warehouse service designed to store your farm data?**
 1. Over 66%% of farmers are at least slightly interested in a neutral/independent data warehouse service designed to store their farm data.
- **Question #7: How aware are you regarding the following issues relative to data management by an off farm entity or technology provider?**
 1. Liability – Only 25% (1/4) of farmers are aware of who is liable for their farm data if there is a security breach.
 2. Usage – Just over 11% of farmers are fully aware of how their farm data is being used and shared with by a company.
 3. Privacy – Approximately 35% of farmers are aware that their data is made anonymous so it cannot be traced back to their site specific operation.
- **Question #8: For the precision technology or company data system that you use on your farm, which explanatory documents and resources provided by the company did you read/use?**
 1. 2 out of the 3 documents and resources from the company offering the precision technology or data system that farmers read or used were non-binding documents. Top three included:
 - Terms and Conditions (>48%)

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- Privacy Policy (>42%)
- General Website (>39%)
- **Question #9: Who do you think has ownership/control of your farm data?**
 1. Over 81% of farmers think they, the operator of the field generating the data, have ownership/control of their data.
- **Question #10: Are you aware of what to do if a company holding your farm data were to be hacked or breached?**
 1. Over 87% of farmers are either unaware or unsure of what to do if a company holding their farm data were to be hacked or breached. Only 4.7% of farmers indicated the company communicated to them a security breach plan.
- **Question #11: For each of the following, how much does your precision technology and/or data system benefit your farm?**
 1. From the choices listed, the top three benefits that farmers saw with their precision technology and /or data system were:
 - Reduces skips and overlaps within my field (>76% either benefitted or greatly benefitted).
 - Increases my operational efficiency (>75% either benefitted or greatly benefitted).
 - Lowers my fertilizer and chemical costs (>69% either benefitted or greatly benefitted).
- **Question #12: Please estimate the percent that precision technologies have benefitted your farm.**
 1. Farmers indicated that the use of precision technologies have reduced their input costs by an average of 15%.
 2. Farmers indicated that the use of precision technologies have increased their crop yields by an average of 13%.
- **Question #13: Are you aware of all the ways a company intends to use your farm data?**
 1. Over 82% of farmers are unaware of all the ways a company intends to use their farm data.
- **Question #14: Are you concerned that your farm data could...**
 1. Over 77% of farmers are concerned that their farm data could get in the hands of an entity and used for regulatory purposes.
 2. Over 75% of farmers are concerned that their farm data could be used by a company or third party for market-sensitive commercial activities.
- **Question #15: Can your farm data be shared with an off-farm company's third party, business partner or affiliate?**
 1. Over ½ of farmers indicated that they were unsure whether or not their farm data could be shared with an off-farm company's third party, business partner, or affiliate.