

# Privacy policy (as of 22 Nov 2025)

When you use our app, we also collect personal data from you as a user. These data can include, for example, your online ID as well as data on your usage of the app and related RAUCH products (e.g. fertiliser spreader).

As described in the user agreement, we use these data to improve our products, continually improve customer support through suggestions for settings and configuration, and inform our future product development.

The collected data are not used to identify individual users, but are instead evaluated during analysis etc. in compressed and therefore anonymised form.

As the “controller” in line with GDPR Article 4 Section 7, RAUCH Landmaschinenfabrik GmbH (“RAUCH”) does not collect and save any data assigned to the user.

## Objectives and legal basis of processing

Personal data collected by the app that are provided to RAUCH as analytic data are collected by the controller in the context of the user agreement in line with GDPR Article 6 Section 1 (b) (“contract”).

RAUCH also has a “legitimate interest” in ensuring that the app is user-friendly and used efficiently, and in the company itself obtaining insights that it can use for sales purposes during future product development. In the context of balancing interests in line with GDPR Article 6 Section 1 (f), we believe there are no overriding rights of affected persons – especially as the obtained data are not shared and are only available and usable in compressed form, which means it is not possible to draw conclusions regarding individual users by means of these data.

Individual functions in the app (for example use of the “Windmeter” tool) that are not “required for technical purposes” can be switched on and off by the customer. If the basic setting is on, it is based on “legitimate interests” of the controller as per GDPR Article 6 Section 1 (f). The user can deactivate this setting (“right to object”).

The app can offer functions that are only switched on after activation by the user. This is based on the legal basis of “consent” in line with GDPR Article 6 Section 1 (a).

## Controller of processing

RAUCH Landmaschinenfabrik GmbH is the controller as defined by GDPR Article 4 Section 7. If you want to assert your rights (see below), please contact:

RAUCH Landmaschinenfabrik GmbH  
- Datenschutz -  
Victoria Boulevard E 200  
77836 Rheinmünster · Germany  
E-Mail: [info@rauch.de](mailto:info@rauch.de)

## Data protection officer

In case of basic questions or concerns regarding data protection, please write to our external data protection officer (DPO) at [datenschutz@rauch.de](mailto:datenschutz@rauch.de). Please also add “RAUCH app” in the subject line to make it easier for the external DPO to assign the enquiry.

## Categories of recipients of your data

We do not transmit personal data to third parties via the app. The exceptions are device-specific pieces of information required for technical purposes (e.g. receiving push notifications, automatic registration during app installation) that are transmitted to the service providers as well as to the providers of the tools listed below, for example Google (see Google Analytics) etc.

## Tools

### “Google Analytics” tool

This tool provides diverse information on the use of the app and of the related RAUCH products (e.g. fertiliser spreader). If you configure/control the product via the app, we will receive information on the tools used, the fertiliser or seeds spread, and various other pieces of information (see below).

The data also include device information on the smartphone used (device model name, operating system version, app version, selected system language, country...).

We do not use this information for personalised tracking of the user or for individual assessment of their usage behaviour; instead, the data are compressed by category and shown in various evaluations (no longer personal). These evaluations help us better understand how the RAUCH app and RAUCH products are used in order to draw conclusions for the development of further services and/or improve existing services (for example, we can identify whether and to what extent users use “non-optimal” settings when spreading seeds. We can then react with product improvements, training material etc. in the interest of the customer.

The Google tool collects various data (see below) which are evaluated by Google in Ireland.

Nonetheless, it is not impossible that some of these data will be transmitted to the parent company in the USA for the company’s own purposes. We can not prevent this in technical terms!

As the use of this tool is an essential part of the RAUCH app, the app cannot be operated without use of this tool. Accepting the terms of use results in the legal basis of a “contract” for this tool in line with GDPR Article 6 Section 1 (b).

The following data (“attributes”) are collected by the Google Analytics tool and processed by us:

Attribute	Description of the data
CalledAfterSales	User has called up the “AfterSales” section
CalledDetailTable	Spreading material (e.g. fertiliser XYZ) + machine profile combined
CalledDis	User has used the DIS search in the fertiliser chart
CalledDuengerpreise	User has called up the “Fertilizer prices” section
calledECU	User has sent a machine setting recommendation to the fertiliser spreader.
CalledFertilizer	Which seeds were called up by the user
CalledSeeds	User has called up the “Seeds” spreading material in the “Fertiliser chart”
CalledSlugKiller	User has called up the “Snail granules” spreading material in the “Fertiliser chart”
CalledToolAnemometer	User has called up the “Windmeter” tool
CalledToolGoniometer	User has called up the “Protractor” tool
CalledToolKGRest	User has used the “Kg left” tool
CreatedDetailFavourite	Content/Configuration of user favourites (spreading material paired with machine profile)
FavoritesCount	Number of favourites that a user has (0, 1, 2, ...)
FragAlbert	User has called up the “Ask Albert” chatbot
KurzErklärt	User has called up the “Brief explanation” area
notification_receive	Push message received
ProfileCount	Number of profiles that a user has (0, 1, 2, ...)

screen_view	Which pages in the app did the user call up (imprint, start page, disclaimer, fertiliser chart, fertiliser selection, seed selection, profiles, ...)
Tutorials	User has called up the "Tutorials" area
user_engagement	How much time the user spends in the app
ValueFavorites	Content/Configuration of user favourites (spreading material paired with machine profile) identical to #1 but obsolete
ValueProfiles	Contents/configuration of the machine profiles of a user (e.g. Machine AXIS M 50 with spreading disc S10, working width 36m, with EMC)

#### "Google Crashlytics" tools

In case of a crash, this tool creates crash reports for developers and sends them to the Google server.

#### "Google Firebase" tool

This is a tool that RAUCH can use to inform users about seminars, trade fair news etc. via push notifications (see "Push notifications" below).

#### "Push notifications" tool

When the app is installed on the mobile device, the "push notifications" tool is set up automatically if the user enables it. The user can revoke this permission at any time. The service itself is a service provided by the device, so the user can make basic settings on their smartphone that determine whether push notifications can be received.

The "push notifications" functionality enables us to send you messages about new developments, for example.

#### Other "tools"

The app offers additional tools, most of which are programmed routines that provide assistance to the user. They generally do not collect personal data.

The "Windmeter" tool requires particular attention. The user can set up a Bluetooth interface and use it to connect an external windmeter. If the smartphone is an Android device, the user must enable location sharing (query dialogue). This is a device setting and does not involve specific personal data processing in the RAUCH app. These data are not collected in the RAUCH app itself.

The user can use various interfaces to download a "database update" from the RAUCH server, update fertiliser prices in the app etc. No personal data are involved here.

### **Type of data transmission**

Data collected by the app by means of Google Analytics are provided to us by Google on a specific platform on which we can perform evaluations.

No other data are transmitted to us via the app.

### **Your Rights - Data Subject Rights acc. to the GDPR**

Art. 12 - 23 GDPR govern the rights of the data subject, i.e. your rights regarding the handling of your personal data. You can assert the following rights to your contact as the controller as per GDPR Article 4 Section 7:

- Right to information as of the time of collection at the latest acc. to Art. 13 GDPR
- right of access acc. to Art. 15 GDPR;
- right to erasure acc. to Art. 17 GDPR;
- right to restriction of processing acc. to Art. 18 GDPR;
- right to object acc. to Art. 21 GDPR;

- where applicable: right to data portability acc. to Art. 20 GDPR.

The controller of data processing will support you in line with the GDPR and further legal regulations to ensure that you can assert your rights.

If you have any enquiries regarding the exercise of your rights, please contact the controller (see above).

Moreover, you have the right to lodge a complaint with a supervisory authority. Generally, the supervisory authority in charge is the State Data Protection Officer of the federal state where our company is based. A list of the data protection officers and of their contact details can be found using the following link:

[https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)