

60. BIG DATA, E-COMMERCE, PRIVACY, AND OWNERSHIP

We support:

1. Efforts to better educate stakeholders regarding utilizing new technology or equipment that may receive, record and/or transmit data and the opportunities and risks associated with big data and e-commerce.
2. Requiring companies that are collecting, storing, and analyzing data to provide full disclosure of their intended use of the data.
3. Development of an alternative dispute resolution system for internet transactions.
4. Industry discussions regarding development of industry wide protocols including, but not limited to proper disclosure, privacy and use agreements.
5. Encouraging participants in data sharing use agreements to recognize the value associated with data allowing farmers to receive fair compensations.
6. Efforts to educate farmers about the utilization and impacts of Global Positioning Systems/Geographic Information Systems (GPS/GIS).
7. Uniform ownership standards for the collection, use and release of GPS/GIS data and other forms of data so it becomes the private property of the person who paid for it or whose assets are being utilized.
8. Requiring the consent of the farmer for the release of all personal and farm data.
9. Standardization of formats and protocols developed and used by industry for GPS/GIS applications.
10. Efforts to prevent the use of personal and farm data for illegal activities.
11. Research to determine the appropriate role of government in the implementation of GPS/GIS systems.
12. The neutral and fair transfer of legal data between users by internet service providers.