

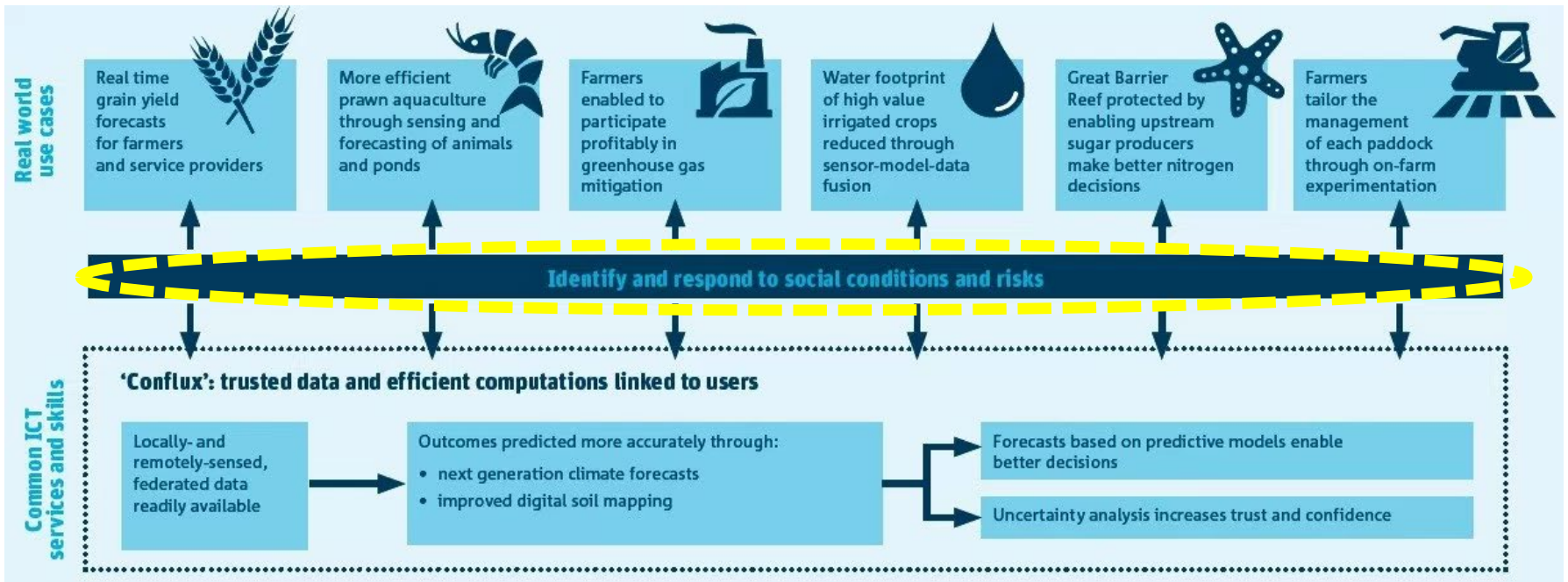
Agricultural perceptions of data protection, privacy OR surveillance?

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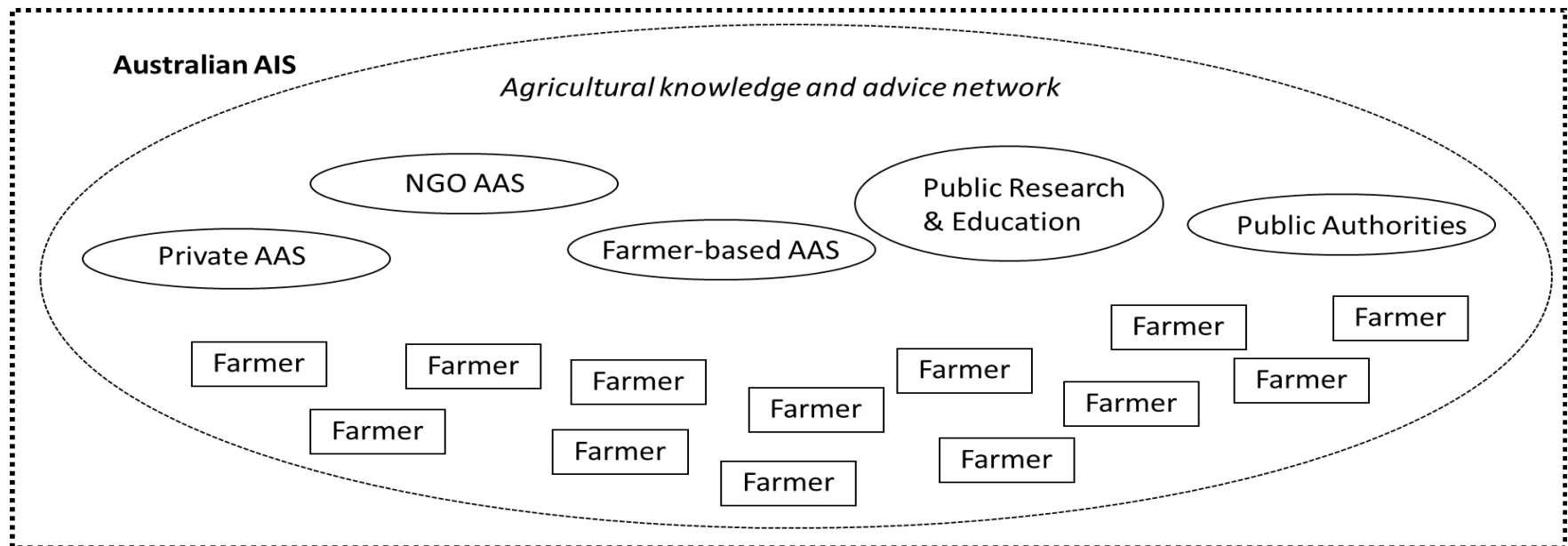
3 things to remember

- Who we are
- Relevant trends
- Some examples from our world

Who we are - Digiscape FSP



- Agricultural knowledge and advice network is...
- Made up of agricultural advisory services typologies and...
- A important chunk of the agricultural knowledge and innovation system.



Technological trends



trustable
technology

A simple litmus test

4 questions that we should be able to answer
for every connected device.

But for connected products, these are very
hard questions to answer.

Source: The Waving Cat (CC BY)



Questions we should be able to answer for every connected device.

Examples

- Access to N water quality levels – cane growers in GBR catchments – password protection
- Issues of third party benefit from data through T&Cs – implications for trust in grain sector (see Jakku et al. in press)
- Aussie farms release of farm etc locations – NFF and social media response – a glimpse into the future...