



Atamai Data Sharing Consent

Pasture Growth Study · Fieldays 2026 · v5.2 · May 2026

The deal: You own your observations. We use them to build a better AI model for NZ farmers. We don't sell your Farm Data. You can stop at any time — even before you create an account.

Why we're asking — kia ora

Atamai's prototype app gives farmers real-time estimates of pasture biomass per paddock. The AI model behind those estimates needs 'ground truth' — actual observations from your paddocks, combined with satellite images — so it can keep getting more accurate. Your observations help the model learn, making Atamai better for you and for every farmer using it.

We need your observations to improve the model and move from prototype to full launch. If you use the app, your observations also calibrate the model for your own farm.

What signing this form means

By signing this form, **from the date of your signature**, you agree to:

- Share personal observations and photo-based pasture observations from your paddocks by uploading them through the prototype app
- Us being able to use those observations as set out in this form
- Us emailing you with details on how to download, access, and use the prototype app (use of the app is subject to separate Terms of Use)

If you change your mind

You can stop sharing at any time:

- Stop sharing your observations and, if applicable, delete the prototype app
- **If you haven't downloaded the app yet:** email us at consent@atamaiaig.com — we'll include this address in the setup email so it's easy to find
- **If you have downloaded the app:** use the in-app settings or email us at consent@atamaiaig.com

If you revoke, we'll stop any new use of your observations as soon as reasonably practicable. However, observations already incorporated into the AI model may remain — the model is trained on them and they can't easily be removed.

What you're consenting to — specifically

You agree we may use your observations to:

- Compile datasets that train the AI model
- Train, validate, calibrate, and improve the model
- Generate estimates and insights for your farm through the app
- Create and share aggregated and anonymised findings to **improve the model and the app, and to report on what we're learning (for example, sector-level accuracy reports, research publications, and grant reporting)** — where your farm cannot be identified

We comply with the Privacy Act 2020 for personal information you provide. Atamai does not sell your Farm Data. We will not use your observations beyond the listed purposes without new consent from you.

How this connects to your Atamai account

When you download the prototype app and set up an account, we will link this consent form to your account. The consent you give here continues from the date you sign — no re-acknowledgment is required. See above for how to revoke at any time.

You still own your observations

Signing this form does not transfer ownership. You remain the owner of your observations. Atamai is your custodian.

I consent

I have read this form. I understand what data Atamai is asking for, how it will be used, and that I can revoke at any time — including before I create an Atamai account. I confirm that I am who I say I am and that I have full rights to give this consent.

I'm giving this consent for the Atamai account I create using the link Atamai sends me, and for the farm or farms I choose to add to it — and nothing else.

By giving consent on this device, you agree to the above.