



SUCCESS STORIES

Working with our clients

365FarmNet: a digital success story

Precise farming requires precise legal advice.



“Digital transformation” - a buzzword that has become reality in a few places, including in agriculture.

GPS data, telemetry data and smart farming solutions have become of incalculable importance for the success of agricultural businesses. The driver’s cab of a modern tractor has become more of a digital cockpit with several screens, which guarantee maximum precision control and monitoring of all operations – while the different pieces of farming equipment attached are themselves Internet-capable and independently transmit telemetry data to the tractor cab - this is the digital reality on modern farms.

This reality is at the heart of 365FarmNet’s business, one of the most important players in this industry of digitalizing agricultural businesses and provides farmers with various applications for their businesses.

« The programming of agricultural software often overlooks farmers’ interests. In the case of 365FarmNet, the aim is to involve farmers in the process of digitisation in such a way that we can master the challenges in the agricultural sector together » explains Maximilian von Löbbecke, managing director of 365FarmNet.

The company’s success proves him right. 365FarmNet was founded in 2012 by the parent company CLAAS,

and became an independent company in 2014. Today, 365FarmNet has 40 internationally renowned partners - from BASF to Michelin to YARA - and its software provides an ever growing base of tens of thousands of farmers who can digitize everything from field management to livestock farming using various 365FarmNet applications on their farms.

Pangea Net’s German member BRANDI has advised 365FarmNet from the very beginning in the relevant fields of corporate law, and particularly in IT and data protection law, intellectual property rights and brand management. With offices in Berlin, Paris, Posnan and Dissen, and over 100 employees, 365FarmNet digitalises agriculture throughout Europe, and relies on BRANDI for strategic legal support. « We have access to the best legal advice. BRANDI shows entrepreneurial understanding and finds pragmatic solutions for all of the challenges we’re facing in an evolving legal framework », Marten Grundmann, Vice President of 365FarmNet, says.

« We highly value our local lawyers’ willingness and capacity to connect us with other quality independent foreign legal experts through PangeaNet. For our European expansion, we have made frequent use of this network of law firms and have had nothing but the best experiences ». 365FarmNet was recently advised by Luxembourg member DCL avocats regarding the contracts for their new hosting provider as well as by French member Wenner on several issues.



THEY KNEW THEY COULD RELY ON THEIR COUNTERPARTS AT LAW FIRMS IN THE PANGANET NETWORK FOR QUICK AND RELIABLE ADVICE.





For BRANDI partner Sebastian Meyer and his team who have been supporting the company in IT and data protection law since its foundation, « it is of particular importance to us that we support our clients as partners and strive for long-term cooperation ». BRANDI associate Malte Stakowski who is part of the IP/IT team adds: « of course, it is a great pleasure for us to be in a position to support an innovation-driver like 365FarmNet with our know-how. Especially companies that specialize in the digital transformation of classic branches of the economy such as agriculture need consultants who are willing to get involved in the industry and who look for pragmatic solutions together with the client ».

365FarmNet and Pangea Net share one specific ideal: to provide broad-based support to clients without any compromise in quality.

33-Country Data Privacy/Security Incident Response

In 2017, when a pre-GDPR privacy and data security incident affected an association located in the USA that educates and certifies financial professionals, the association turned to its USA-based Pangea Net law firm Whiteford, Taylor and Preston, LLP (« WTP ») for help.

Keith Mouldsdale and Razvan Miutescu of WTP's Cyber Security, Data Management & Privacy Group promptly investigated the incident and hired a forensics expert to conduct a forensic examination. That investigation revealed that personal information of applicants and certificants might have been accessed without authorization through manipulation of the URL of the client's website made possible by a web coding error.

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WE HIGHLY VALUE OUR LOCAL LAWYERS' WILLINGNESS AND CAPACITY TO CONNECT US WITH OTHER QUALITY INDEPENDENT FOREIGN LEGAL EXPERTS THROUGH PANGEANET. FOR OUR EUROPEAN EXPANSION, WE HAVE MADE FREQUENT USE OF THIS NETWORK AND HAVE HAD NOTHING BUT THE BEST EXPERIENCES

When the investigation revealed that the security incident affected individuals residing in the USA, plus 32 other countries, including countries in Africa, Asia, the Caribbean, the European Union, and Oceania, Keith and Raz realized that they needed foreign counsel in dozens of countries, but knew that they could rely on their counterparts at law firms in the PangeaNet network of law firms for quick and reliable advice.

They then consulted with lawyers at multiple firms in Pangea Net for assistance in helping them determine the extent of the client's global data breach notification obligations, including whether the client would need to notify local authorities or affected individuals. WTP's preexisting relationship with those Pangea Net firms afforded Keith and Raz the opportunity to get quick answers from reliable and trusted partners on a reasonable budget.

Pangea Net lawyers who jumped in to quickly help WTP included: Tomas Mudra at UEPA advokáti s.r.o. in the Czech Republic; Sebastian Meyer and Julian Witte at BRANDI in Germany; Mark Gleeson, Helena Wooten and Ryan Harrison at Browne Jacobsen in the UK.

GDPR Preparations

In November 2017, a client turned to Keith Mouldsdale and Razvan Miutescu of WTP's Cyber Security, Data Management & Privacy Group for help with GDPR compliance.

Although based in the USA, the client made software available and provided professional services throughout the European Union, occasionally hosted professional conferences in Europe, and also had a subsidiary located in the Republic of Ireland.

Given that the GDPR effective date was only a few short months away, Keith and Raz sought help from Patricia McGovern at DFMG Solicitors in Ireland. Despite carrying a heavy workload at the time, Patricia promptly responded to WTP's request for help, and was quickly able to join the team, review and confirm WTP's analysis concerning applicability of GDPR to the client, and help WTP draft and implement a comprehensive GDPR compliance program, including by drafting a host of policies and procedures intended to bring the client into compliance with GDPR.

PangeaNet and its international network of legal experts proved to be the perfect solution for the client.