

NZ FARMERS LIVESTOCK LIMITED PRIVACY POLICY

Thank you for visiting the NZ Farmers Livestock Limited (“NZ Farmers Livestock”) websites (including the MyLiveStock website) (“websites”), downloading the application for use on any device, mobile or otherwise, that is compatible with that application (“device”), including associated software components, media, printed materials, and online or electronic documentation (“NZFL App”), or interacting with us through e-mail correspondence. We understand that protecting the privacy of visitors to the websites and those interacting through the NZFL App that provide personal information to us is very important. We have therefore taken the necessary steps to meet New Zealand data privacy requirements.

This privacy policy (“**policy**”) applies to personal information collected from NZ Farmers Livestock online resources and communications (such as the websites, the NZFL App, e-mail and other online tools). This policy does not apply to personal information collected from offline resources and communications, except in cases where such personal information is consolidated with personal information collected by NZ Farmers Livestock online. This policy also does not apply to:

- (a) third-party online resources to which NZ Farmers Livestock’s websites or NZFL App may provide a link to; or
- (b) where NZ Farmers Livestock does not control the content of that website; or
- (c) the privacy practices of such resources are outside of our control.

We only collect personal information about you if you choose to give it to us. We do not share any of your personal information with third parties for their own marketing use unless you explicitly give us permission to do so.

1. INFORMATION WE COLLECT

1.1 Personal information

You can visit the websites without providing any personal information. We may collect your personal information (including your name, address, telephone number, e-mail address or other identifying information) only when you choose to submit that information to us, whether when registering as a registered user of the NZ Farmers Livestock trading platform via the websites or through the NZFL App, when placing a listing on the websites or when responding to specific questions in response to a listing.

1.2 Aggregate information

In some cases we remove personal identifiers from personal information you provide us and maintain the personal information in aggregate form. We may combine this personal information and data with other information to produce anonymous and aggregated statistical information (including the number of visitors to the websites, originating domain name of the Internet Service Provider), which is helpful to us to improve our products and services.

2. INFORMATION AUTOMATICALLY COLLECTED

2.1 Electronic Information

We automatically receive certain types of information whenever you interact with us via the websites, download the NZFL App and in e-mail correspondence with you, including, for example, web server logs, your Internet Protocol (IP) address, geo-location information when you interact with our trading platform, cookies and web beacons.

2.2 **Web Server Logs/IP Addresses**

NZ Farmers Livestock collects IP addresses to conduct system administration and report aggregate information to our affiliates, business partners and/or other parties to conduct site analysis, website and NZFL App performance reviews.

2.3 **Cookies**

- (a) Cookies allow us to store information on the server to help make the web and interactive experience better for you (for example, our server may set a cookie that keeps you from having to enter a password more than once during a visit to the websites or when using the trading platform) and to conduct site analysis and website performance reviews. Cookies are small data files that are downloaded onto your computer when you visit a particular websites. Most browsers are set up to accept cookies, although you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Note, however, that some portions of the websites may not work properly if you refuse cookies.
- (b) In all cases in which cookies are used, the cookie will not collect personal information except with your permission. Your web browser can be set to allow you to control whether you will accept cookies, reject cookies or to notify you each time a cookie is sent to your browser. If your browser is set to reject cookies, websites that are cookie-enabled will not recognise you when you return to that website, and some website functionality may be lost. The Help section of your browser may tell you how to prevent your browser from accepting cookies.

3. **YOUR OPTIONS**

3.1 **Options**

You have several options regarding your use of websites. You could decide not to submit any personal information by not entering it into any forms or data fields on the websites or the trading platform. If you choose to submit personal information, you have the right to see and correct your personal information at any time. Certain sites may ask for your permission for certain uses of your information and you can agree to or decline those uses. If you opt-in for particular services or communications, such as an e-newsletter, you will be able to unsubscribe at any time by following the instructions included in each communication.

3.2 **Cookies**

As described above, if you wish to prevent cookies from tracking you anonymously as you navigate the websites, you can reset your browser to refuse all cookies or to indicate when a cookie is being sent.

4. **SECURITY**

We use technology and security precautions, rules and other procedures to protect your personal information from unauthorized access, improper use, disclosure, loss or destruction. We engage the services of a reputable third party service provider to provide industry standard firewalls and password protection to ensure the confidentiality of your personal information. It is, however, your personal responsibility to ensure that the computer you are using is adequately secured and protected against malicious software, such as trojans, computer viruses and worm programs. You are aware of the fact that without adequate security measures (e.g. secure web browser configuration, up-to-date antivirus software, personal firewall software, no usage of software from dubious sources) there is a risk that the data and passwords you use to protect access to your data, could be disclosed to unauthorized third parties. We will not be responsible for any breach of security caused by third parties and do not represent that the websites, NZFL App or the trading platform are completely secure.

5. USE OF DATA

5.1 Sharing of Data

NZ Farmers Livestock, including our subsidiaries, trading divisions and/or the companies we may engage to perform services on our behalf may use any personal information you choose to give us to comply with your requests. We will retain control of and responsibility for the use of this personal information. Some of this personal information may be stored or processed at computers located in other jurisdictions whose data protection laws may differ from the jurisdiction in which you live.

5.2 Improvements to our Services

The personal information, which is also used for different human resourcing purposes (Performance Management, Succession decisions or Development actions), will be helpful for us to better understand your needs and how we can improve our products and services. It helps us also to personalise certain communications with you about services and promotions that you might find interesting. For example, we may analyse the details relating to livestock listed by sellers of livestock, and we may use that analysis of aggregate data internally or share it with others.

5.3 Sharing and Transfer

- (a) NZ Farmers Livestock may share personal information and data about you with various external companies or agents working on our behalf to help fulfil business transactions, such as providing customer services, sending marketing communications about our products, services and offers, and doing technological maintenance. We may also share personal information with our subsidiaries and affiliates. All these companies and agents are required to comply with the terms of our privacy policies.
- (b) We may also disclose personal information for these purposes:
 - (i) in connection with the sale, assignment or other transfer of the business of the websites or the NZFLA App to which the information relates;
 - (ii) to respond to appropriate requests of legitimate government agencies or where required by applicable laws, court orders, or government regulations; or

- (iii) where needed for corporate audits or to investigate or respond to a complaint or security threat.
- (c) We will not sell or otherwise transfer the personal information you provide to us at our via the websites or the NZFL App to any third parties for their own direct marketing use unless we provide clear notice to you and obtain your consent for your data to be shared in this manner.

5.4 **Personal Information no longer required**

NZ Farmers Livestock will only keep your personal information for as long as it is required for the purposes of providing you the services via the websites, NZFL App and trading platform.

6. **LINKS**

The websites or NZFL App may contain links to a number of other websites that may offer useful information to our visitors and/or registered users. This policy does not apply to those websites and we recommend communicating to them directly for information on their privacy policies.

7. **UPDATES**

From time to time, we may revise this policy. Any such changes to this policy will be promptly communicated on this page. Continued use of the websites or the NZFL App after receiving notice of a change in this policy indicates your consent to the use of newly submitted information in accordance with the amended NZ Farmers Livestock policy.

8. **CONTACTING US**

For questions, or if you wish to access or request correction of your personal information NZ Farmers Livestock or its affiliates holds about you, please contact NZ Farmers Livestock's Privacy Officer at the following address:

C/- The Chief Executive Officer
PO Box 304
Stratford 4352
Phone: 06 765 6199
Fax: 06 765 6195