



Corporate Privacy Policy

Australian Pork Limited (ABN 83 092 783 278)

1. Privacy

This policy sets out how Australian Pork Limited (ABN 83 092 783 278) ('APL', 'we', 'us', 'our') collects, holds, uses and discloses your personal information.

APL values and respects the privacy of the people we deal with. We are committed to protecting your privacy and complying with the *Privacy Act 1988* (Cth) (Privacy Act) and other applicable privacy laws and regulations.

By providing APL with your personal information, you consent to your personal information being collected, stored, used and disclosed as set out in this policy as varied from time to time, and as otherwise permitted under the Privacy Act.

By providing personal information to APL about any other person, you agree that:

- you have made that person aware of the matters of which they are entitled to be made aware under the Privacy Act or the Privacy Principles contemplated by the Privacy Act;
- APL may contact that person without notifying you; and
- APL may disclose to that person your identity, and the fact that you have disclosed personal information about that person to us.

2. What is personal information

In this policy, the term "personal information" has the meaning given to it in the Privacy Act.

Personal information is any information or an opinion about an identified individual, or an individual who is reasonably identifiable. The information or opinion does not have to be true or recorded in a material form.

Business information does not generally fall within the definition of personal information under the Privacy Act, but it may do so where the information relates to sole traders and partnerships. Where business information contains personal information, this policy will apply to the personal information component.

3. What is sensitive information

APL does not generally collect any sensitive information as that term is used in the Privacy Act (including any information or opinion about your racial or ethnic origin, political opinions, political association, religious or philosophical beliefs, membership of a trade union or other professional body, sexual preferences, criminal record, or health information). APL will only collect sensitive information where required by law or with consent. If APL holds any sensitive personal information, that information will only be used and disclosed by APL for the purpose for which it was provided.

If APL asks for sensitive information, we will explain the reason for this.

4. What personal information do we collect

The personal information which APL collects and holds will depend on the nature of your interaction with us. We will ordinarily identify at the time of collecting your personal information which elements we require to facilitate your interaction with us.

APL may collect the following:

- your name and title;
- your mailing or street address;
- your email address;
- your telephone number;
- your age or date of birth;
- your image (via a photograph);
- your signature;
- your occupation or connection to the pork industry;
- information about your business operations;
- location information from a mobile application;
- credit card details if you are purchasing a product;
- license numbers or certifications;
- your frequent flyer details;
- your dietary requirements; or
- information from your résumé if we require these details for responding to a job application.

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously or by using a pseudonym. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to assist you by providing information, delivering services and/or including you in APL programs and activities.

5. How we collect your personal information

APL collects personal information if you choose to provide it yourself, for example in person, when you contact us by telephone, by email, by post, through the "contact us" electronic form on our websites, at APL events, completing APL application forms and surveys, subscribing to our mailing list, applying for a position with us as an employee or contractor, or entering into licensing, contracting or other arrangements with APL, such as for PigPass, APIQ✓®, MI Pork, and other APL programs or applications.

APL also automatically collects certain information when you visit our websites. Such information includes your browser type, server address, operating system type, your IP address, how and when you use the APL websites and previous websites visited. APL uses this information on an anonymous basis and does not use it to personally identify you unless required to do so by law.

6. Collecting personal information from third parties

APL may also collect your personal information from third parties or through publicly available sources, for example from people or organisations involved in the pork industry and State, Territory and Commonwealth government departments and agencies when they have already collected and aggregated the personal information of a number of individual's as part of their responsibilities, or we engage a third party to assist us with sponsorships, training programs, events, surveys, or research.

7. How do we use your personal information

APL uses the personal information that it collects for the purposes for which it was provided and to carry out APL's functions and activities. Where APL requests personal information, APL will state the general purposes for its use and to whom it may be disclosed, and the main consequences, if any, if the information is not provided.

APL's general purposes may include:

- providing individuals and organisations with services and information about APL's programs and activities;
- conducting specific projects in which you have chosen to participate;
- developing and delivering APL programs, including PigPass, APIQ✓® and MI Pork;
- conducting APL activities relating to quarantine and biosecurity (including an emergency animal disease), trade and market access, diseases and chemicals, environment, labour market, food safety and product integrity, animal health and welfare, including where these relate to national and international standards;
- enhancing the traceability of pigs from any point in the processing line back to their farm of origin;
- undertaking research, innovation, marketing, industry development, product development and policy development to further the Australian pork industry;
- administering events;
- updating our records and managing your membership with APL;
- disseminating information on the pig industry or pork products to you;
- responding to any complaint made by you; or
- complying with legal requirements.

APL may also use and disclose information:

- to lessen or prevent a serious threat to public health, public safety, animal health, animal welfare, environment, biosecurity or food safety;
- for the prevention, investigation, prosecution of criminal offences or seriously improper conduct; or
- where the disclosure is required or authorised by or under applicable laws.

8. Disclosure of personal information to third parties

APL may disclose personal information to third parties in accordance with this policy in circumstances where you would reasonably expect us to disclose your information. Depending on the product or service, your personal information may be disclosed to:

- our employees, contractors or service providers for the purposes of operation of our website or our business, fulfilling requests by you, and to otherwise provide services to you;
- suppliers and other third parties with whom we have commercial relationships, for business, marketing, and related purposes;
- any organisation for any authorised purpose with your express consent;
- the Australian Government's Department of Agriculture;
- Commonwealth and State departments, and national and international bodies concerned with primary industries, agriculture, disease control, food quality, biosecurity and livestock traceability, animal welfare, environment, food safety and regulatory compliance;
- independent auditors that are engaged to audit and review pig producers' compliance with APIQ✓® standards;

- certain members of the Australian pork industry where necessary (for example, the personal information of a breeder may be disclosed to other persons as part of the supply chain);
- organisations providing services to members of the Australian pork industry for the purposes of enabling such organisations to contact you in relation to products and services which may be of value to you. You may contact us, using the details listed below if you do not wish to receive marketing offers from third party organisations; or
- APL's service providers and advisers (on a confidential basis and use of the information will be limited to the purpose of APL's business only), including, without limitation, web hosting providers, IT systems administrators, mailing houses, couriers, payment processors, data entry service providers, electronic network administrators, debt collectors, and professional advisors such as accountants, solicitors, business advisors and consultants.

Where we obtain your personal information and disclose that personal information for a primary purpose such as one of the purposes listed above, we will not disclose your personal information for a secondary purpose without obtaining your express consent.

9. Transfer of personal information overseas

We generally store any personal information that we collect in electronic format on servers located within Australia.

However, if you are an APIQ[✓]® auditor and you use our 'Muddy Boots' system, then we may disclose your personal information to our third-party supplier of this system, who is located in the United Kingdom. We only disclose your personal information to the extent necessary for you to be able to access and use the 'Muddy Boots' system.

Where we disclose your personal information to parties located overseas, we take reasonable steps to ensure that those parties will handle the personal information in accordance with the Australian Privacy Principles.

10. Security of personal information

APL takes reasonable steps to ensure that the personal information that we hold about you is kept secure from misuse, loss and interference and from unauthorised access, modification or disclosure, including by:

- having physical security of our premises and records;
- taking measures to restrict access to only personnel who need that personal information to effectively provide services to you;
- having robust cyber and data security measures in place to safeguard data (for example, unique user logins, anti-virus software, fire walls, data encryption in transition and at rest, user authentication);
- maintaining current software and security protocols;
- retaining personal information only for as long as necessary; and
- training staff on data handling protocols and privacy obligations.

If you reasonably believe that there has been unauthorised use or disclosure of your personal information, please advise APL immediately using the 'how to contact us' details below.

11. Online activity

This policy also applies to our websites, including but not limited to:

- australianpork.com.au
- pork.com.au
- apiq.com.au
- pigpass.com.au
- aussiepigfarmers.com.au

- porkstar.com.au
- porkbutchers.com.au

There are many aspects of our websites which can be viewed without providing personal information. However, for access to features for eligible members, you are required to provide personal information. This may include, but is not limited to, a unique username and password, your name, contact details and records of your dealings with us.

Cookies

The APL websites use 'cookies'. A cookie is a small file of letters and numbers a website puts on your device if you allow it. These cookies recognise when your device has visited our websites before, so we can distinguish you from other users of the website. Each time you use one of our websites, we collect information about the browsing session including but not limited to browser type, version and language, operating system, pages viewed while browsing the site, page access times and referring website address. This information is only used internally for the purpose of gauging visitor traffic and trends and helping keep continuity as you navigate to different pages within the site. We do not use cookies to identify you. APL uses this information on an anonymous basis to improve your experience on our websites.

If you do not wish to use the cookies, you can amend the settings on your internet browser so it will not automatically download cookies. However, if you remove or block cookies on your computer, please be aware that your browsing experience and our website's functionality may be affected.

Analytics

Our websites use Google Analytics to collect information on visitor patterns for the purpose of improving our website and services. The information gathered from Google Analytics is not used to identify any personal information about visitors.

Security

APL takes all reasonable technical and physical security measures to protect information from loss, unauthorised access, modification, disclosure or other misuse. However, as our websites are linked to the internet, and the internet is inherently insecure, we cannot provide any assurance regarding the security of transmission of information you communicate to us online. We also cannot guarantee that the information you supply will not be intercepted while being transmitted over the internet. Accordingly, any personal information or other information which you transmit to us online is transmitted at your own risk.

Links to third party sites

APL's websites may contain links to websites operated by third parties. If you access a third-party website through our websites, personal information may be collected by that third party website. We make no representations or warranties in relation to the privacy practices of any third-party provider or website and we are not responsible for the privacy policies or the content of any third-party provider or website. Third party providers / websites are responsible for informing you about their own privacy practices and we encourage you to read their privacy policies.

12. Direct marketing

We may send you direct marketing communications and information about our services, opportunities, or events that we consider may be of interest to you if you have requested or consented to receive such communications. These communications may be sent in various forms, including mail, SMS and email, in accordance with applicable marketing laws, such as the *Australian Spam Act 2003* (Cth). You consent to us sending you those direct marketing communications by any of those methods. If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

You may opt-out of receiving marketing communications from us at any time by following the instructions to "unsubscribe" set out in the relevant communication or contacting us using the details set out in the 'how to contact us' section below.

13. Retention of personal information

We will not keep your personal information for longer than we need to, and APL will take all reasonable steps to destroy or permanently de-identify personal information it holds. In most cases, this means that we will

only retain your personal information for the duration of your relationship with us or if it is no longer needed for its business purposes, unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations.

14. How to access your personal information

You may request access to personal information that APL holds about you by contacting APL using the 'how to contact us' section below. Where we hold information that you are entitled to access, we will try to provide you with suitable means of accessing it (for example, by mailing or emailing it to you).

APL will process such requests within a reasonable time and may charge a fee for providing access to cover the costs of verifying the application and retrieving the information requested. If APL denies an access request, it will provide reasons for doing so.

15. How to correct your personal information

APL will take reasonable steps to ensure the personal information it holds is accurate, complete and up to date. If you believe that any of your personal information is inaccurate or there are any changes to your personal information, APL should be promptly notified by using the 'how to contact us' section below.

On request, APL will take reasonable steps to correct the information or will provide reasons for not doing so.

16. How to make a complaint

For complaints about how APL handles, processes or manages your personal information, please use the information in the 'how to contact us' section below. You will need to provide sufficient details regarding your complaint as well as any supporting evidence and information.

If you have raised a complaint, we usually respond in writing within 28 days, although we may need to ask you for more information to consider your complaint. If a complaint will take longer than 28 days to investigate, we will let you know the likely time for our response.

It will not always be possible to resolve a complaint to everyone's satisfaction. If you are not satisfied with APL's response to a complaint, you have the right to contact the Office of Australian Information Commissioner (at www.oaic.gov.au) to lodge a complaint.

17. How to contact us

If you have a question or concern in relation to our handling of your personal information or this policy, you can contact us as follows:

Post: Chief Financial Officer
Australian Pork Limited
2 Brisbane Ave
Barton ACT 2600

Phone: 02 6285 2200 (Toll Free: 1800 789 099)

Email: apl@australianpork.com.au

18. Changes to this policy

APL may amend this policy from time to time, and the amended policy will be published on APL's website. Please review APL's website periodically for changes to this policy. Your continued use of APL's websites or services or provision of further personal information to APL once this policy has been amended constitutes your acceptance of the amended policy.

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