

privacy policy

Ravensdown has adopted this Privacy Policy to ensure that we handle personal information in accordance with the Privacy Act 1993.

personal information

The personal information that Ravensdown collects from you is held in accordance with the Privacy Act 1993 and in particular, the Privacy Principles contained in that Act. Ravensdown may collect your personal information in a variety of ways, including consumer promotions, applications to become a shareholder, credit applications, surveys and contact with our Ravensdown staff.

We may use it for the following purposes:

- confirming your identity and linking with a farm or group of farms;
- supplying you with farm inputs and any other products or services you have requested;
- administering your account;
- credit checking and debt collection;
- recording and following up queries and complaints;
- improving our online services and website;
- informing you or contacting you regarding our products, brands, special offers, publications and other promotions we think you may be interested in;
- commissioning a market research company to carry out a study on our behalf;

security of your information

Ravensdown takes all reasonable steps to ensure that all information it collects, uses or discloses is accurate and stored in a secure environment accessed only by authorised persons for legitimate business purposes in accordance with this policy.

disclosure of your information

Ravensdown will not disclose, sell, distribute or share your personal information with third parties, except in accordance with the strict exceptions contained in the Privacy Act, or where authorisation has been given by you for that disclosure. In order to fulfill the purposes listed above, Ravensdown may disclose your information to (but not limited to) the following:

- credit risk assessment agencies / debt collection agencies
- Ravensdown's legal and financial advisors
- Ravensdown group and joint venture companies
- mail houses (for the purposes of sending out Ravensdown correspondence)
- market research companies

Where Ravensdown discloses your personal information to third parties for the above purposes, this will be on a strictly confidential basis.

access to your information

You may request an inspection, update or correction of the personal information we hold about you by putting the request in writing to the Privacy Officer at

Ravensdown
PO Box 1049
Christchurch
Facsimile: (03) 353 4625

Ravensdown reserves the right to update this Privacy Policy.