
PRIVACY POLICY

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

Personal information

The personal information that Ravensdown collects from you is held in accordance with the Act and in particular, the Privacy Principles contained in the 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. This information may be stored by Ravensdown for possible future communications. We may use it for the following purposes (but not limited to):

- 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 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 as outlined in this statement or on Ravensdown's website, or where authorisation has been given by you for that disclosure. In order to fulfil 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

Ravensdown may also disclose your personal information in a manner that does not amount to a breach of the Act.

Use of cookies

We use cookies on our websites to give you the best possible experience on our site. Cookies are very small files that sit on your computer and can be used by a website to remember things like your preferences for that site. For example, a cookie can be used to store registration information so that you do not need to re-enter that information on a subsequent visit to the site. We may send cookies to your computer while you are accessing the Ravensdown websites.

We do not use cookies to collect any personal information about you, although we may collect non-attributed (anonymous) information regarding your use of sites. Some web browsers enable you to decline the receipt of cookies. If you utilise this function you will be able to access our public site with reduced functionality. As an example, without having cookies enabled you will not be able to use My Ravensdown and C-Dax Smart Maps sites as they require cookies so the systems can

remember your personal preferences and login information. For example, if you tick the 'Remember me' option when you log in, My Ravensdown will store a cookie on your computer that we check for next time you come back to the website.

Changes to this policy

Ravensdown reserves the right to change this privacy policy at any time and notify you by posting an updated version of the policy on the Ravensdown website.

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 8140

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