



**DLF
Seeds**

PRIVACY POLICY

Australia

ABN: 83 004 227 927

Status: Approved

Policy Owner: Australian Privacy Officer

Policy Approver: Chief Executive Officer Oceania

Date of Last Approval: December 2024



INTRODUCTION

PGG Wrightson Seeds (Australia) Pty Limited trading as DLF Seeds (we, us, our) complies with the Australian Privacy Act 1988 (in each case, the Act) when dealing with personal information. Personal information is information about an identifiable individual (a natural person). This policy sets out how we will collect, use, disclose and protect your personal information. This policy does not limit or exclude any of your rights under the Act that applies to you. If you wish to seek further information on the Act, see [oaic.gov.au/privacy/privacy-legislation/the-privacy-act](https://www.oaic.gov.au/privacy/privacy-legislation/the-privacy-act).

As someone who deals with us and provides us with personal information, you agree to be bound by this policy.

Changes to this policy

We may change this policy by uploading a revised policy onto dlfseeds.com.au/about/policies-t-cs. The change will apply from the date that we upload the revised policy.

What personal information do we collect

In order to operate our business we may collect the following information, which may include personal information about you:

- personally identifiable information about you, such as your name, address and contact details.
- payment details and other financial information.
- information about you that you provide to help us assist you with any application process, including a credit or a job application.
- information about your transactions with us.
- other information relating to your use of our services and products, or your business or service relationship with us, that is personal to you.

Who do we collect your personal information from

We may collect personal information about you from:

- you, when you provide that personal information to us, including via the website and any related service, through any registration or subscription



process, through any contact with us (e.g. telephone call or email), or when you buy or use our services and products;

- from an agent, reseller or retailer who has collected such information from you for the purpose of promoting, supplying, or dealing with, our products or services whether you are a prospective, current or pre-existing customer (including personal information given by farmers, agriculturalists, or other individuals and parties to our agents, resellers and retailers); and
- a third party, where you have authorised this, it is permitted by law or the information is publicly available.

We will collect personal information from you directly unless:

- our agents, resellers or retailers collect it and pass to us (as contemplated above); or
- it is unreasonable or impracticable to do so.

How we use your personal information

We may use your personal information:

- to verify your identity and application details
- to provide, or facilitate the provision of, services and products to you
- to market our services and products to you, including contacting you electronically with your express or inferred consent (e.g. by text or email for this purpose)
- to improve the services and products that we provide to you
- to undertake credit checks of you (to the extent relevant and permitted at law)
- to bill you and to collect money that you owe us, including authorising and processing credit card transactions
- to respond to communications from you, including a request, enquiry or complaint
- to conduct research and statistical analysis (on an anonymised basis)
- to protect and/or enforce our legal rights and interests, including defending any claim
- for any other purpose authorised by you or the by law.

Using or disclosing your personal information



We may use or disclose your personal information to, and your personal information may be used by, the following entities and people for the purpose for which it was collected (see “How we use your personal information” above):

- our employees, contractors, suppliers and agents
- another company within our group
- any business that supports our services and products, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services and products
- other third parties who help provide services and products (including our agents, retailers and resellers)
- a credit reference agency for the purpose of credit checking you or a debt collection agency
- other third parties (for anonymised statistical information)
- a person who can require us to supply your personal information (e.g. a regulatory authority)
- any other person authorised or required by the Act or another law (e.g. a law enforcement agency or a court or tribunal)
- any other person authorised by you.

Transfer of personal information outside Australia

We engage businesses that support our services and products who are located outside of Australia. This may mean that your personal information is transferred to a third party located outside Australia, or is held and processed outside Australia.

Where we transfer personal information to third parties who are located outside of Australia, we will take reasonable steps ensure your personal information will be protected by comparable safeguards to those under the Act. If we believe your personal information will not be protected by comparable safeguards to those under the Act, generally we will inform you of such, and only transfer your personal information with your consent. However, we may disclose personal information to an overseas recipient without your consent where:

- it is unreasonable or impracticable to obtain your consent to the disclosure, and
- we reasonably believe the disclosure is necessary to lessen or prevent a serious threat to the life, health or safety of any individual, or to public health or safety.



Storing and protecting your personal information

We will take reasonable steps to keep your personal information safe from loss, unauthorised access, interference, modification, disclosure or other misuse.

If a privacy breach occurs which has caused or may cause serious harm to you, we will notify you of this as soon as practicable either directly or, if that is not reasonably practicable, by public notice.

We keep personal information only for as long as it is needed for any purpose for which it may be used or disclosed under the Act, and will take reasonable steps to securely destroy or delete personal information where it is no longer required. Personal information may continue to be stored in a backup computer system and we may be required by law to retain certain personal information.

Accessing and correcting your personal information

We take reasonable steps to keep your personal information accurate, complete and up-to-date. Subject to certain grounds for refusal set out in the Act, you have the right to access your personal information that we hold and to request a correction to your personal information. Before you exercise this right, we must verify and confirm that you are the individual to whom the personal information relates or you are authorised to make a request on behalf of the relevant individual, for example, as a legal guardian or authorised agent. We will respond within a reasonable period after the request is made.

In respect of a request for correction, we will take reasonable steps to correct 'incorrect personal information' so that your personal information is accurate, up-to-date, complete, relevant and 'not misleading. If we do not make the sought after change or 'correction', we will notify you of this and give our reasons for not making the change or 'correction'. If you request it, we will attach a statement of correction to your personal information.

If you want to exercise either of the above rights, email us at info@dlfseeds.com.au. Your email should include evidence verifying your identity and set out the nature and details of your request (e.g. the personal information, or the correction, that you are requesting).

We may charge you our reasonable costs of providing to you copies of your personal information.



Internet use and cookies

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you post your personal information on the website's message board/ chat room, you acknowledge and agree that the information you post is publicly available.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information to them.

Third party cookies and other technologies: We use third party cookies and other technologies for marketing and to gather website analytics. A cookie is a small file that resides on your computer and can be used by a website to remember things like your preferences for that site. Some web browsers enable you to decline the receipt of cookies. If you use this function, you will still be able to visit our website but some pages may not fully function and you may not be able to access certain information on the website.

The cookies we use include the following:

- Remarketing: we use third party cookies and web beacons to keep track of the content you're interested in and remarket to you when you leave our site.
- Impression reporting: we use third party and web beacons to estimate the number of users that have viewed and clicked on our advertisements.
- Demographics and interest reporting: we use third party cookies and web beacons to get an overview of our audience broken down by age, gender and interests.