

Privacy and Confidentiality Policy

Cervus Equipment Australia Pty Limited ("Organisation", "we", "us" or "our") is committed to protecting your personal information and the information of our clients and customers. We have created this Privacy and Confidentiality Policy to help you understand how we collect, use, protect and disclose personal and business information to ensure that we comply with our obligations to you, including under the Privacy Act 1988.

Confidentiality

We are concerned to protect confidential information that we have, which includes information relating to your business with us, whether that is through a legal entity like a company or with us direct.

We include confidentiality provisions in all of the employment agreements with our staff and we stress the need for them to maintain the confidentiality of your business with us and the information that is generated when we do business.

If you have any questions about the confidentiality of your business with us, please contact us at Cervus Equipment Australia, PO Box 4020 Alfredton VIC 3350, email: privacy@cervusequipment.com.au

Privacy

The Privacy Act 1988 defines "personal information" to mean information about an identifiable individual which is in a form which enables that person to be identified.

This policy is provided for your information and does not limit or exclude your rights under the Privacy Act 1988, which you can get more information about at www.oaic.gov.au.

If you have any queries or concerns regarding this privacy and confidentiality policy, please contact us at Cervus Equipment Australia, PO Box 4020 Alfredton VIC 3350, email: privacy@cervusequipment.com.au

Information that we collect from you

We only collect personal information that is necessary for what we do. The type of information we may collect from you includes (but is not limited to) the following:

- a) information collected from or relating to any Cervus Equipment products used by you in relation to your property, whether provided by you directly via www.cervusequipment.com.au or whether obtained automatically from any Cervus Equipment products (**Machine Data**, as further defined in Annexure A)
- b) your contact information such as full name, e-mail address, current postal address, delivery address (if different to postal address) and phone numbers;
- c) details relating to your employment (if applicable) or your previous employment;
- d) your date of birth;
- e) proof of your date of birth (including, but not limited to, driver's licence, passport, birth certificate);
- f) details of insurance policies, if applicable;
- g) photographs or video footage taken at our premises, which may include you;
- h) any additional information required to provide you with our services;
- i) your username and password to access your online account on our website, if applicable;
- j) your opinions, statements and endorsements collected personally or via surveys and questionnaires, including but not limited to your views on the products and services offered by us; and
- k) if you are requesting products or services from us or we are purchasing goods or services from you, then any relevant payment or billing information (including but not limited to bank account

- l) details, direct debit, credit card details, billing address, repayment information and invoice details).

How we collect your personal information

As much as possible or unless provided otherwise under this privacy policy, we will collect your information directly from you. If we collect details about you from someone else, we will, whenever reasonably possible, make you aware that we have done this and why.

When you engage in certain activities, such as entering a contest or promotion, filling out a survey or sending us feedback, we may ask you to provide certain information. It is completely optional for you to engage in these activities.

Depending upon the reason for requiring the information, some of the information we ask you to provide may be identified as mandatory or voluntary. If you do not provide the mandatory data or any other information we require in order for us to provide our services to you, we may be unable to effectively provide our services to you.

If you use our website, we may utilise "cookies" which enable us to monitor traffic patterns and to serve you more efficiently if you revisit our website. A cookie does not identify you personally but may identify your internet service provider or computer. You can set your browser to notify you when you receive a cookie and this will provide you with an opportunity to either accept or reject it in each instance.

We may gather your IP address as part of our business activities and to assist with any operational difficulties or support issues with our services. This information does not identify you personally.

How we may use and disclose your personal information

We will only use or disclose your personal information for the primary purposes for which it was collected or as consented to and/or as set out below.

You consent to us using and disclosing your personal information to facilitate a purpose in connection with:

- a) your access to and use of MyJohnDeere, which may include but is not limited to using your personal information, including any Machine Data for remote display access, wireless data transfer, soil and environment monitoring, analysis services, equipment diagnostic, remote servicing or any other services provided via MyJohnDeere;
- b) if required, the verification of your identity;
- c) the verification of your date of birth, if applicable;
- d) the provision of our products and services to you, including, without limitation, any servicing and warranty obligations in relation to any products purchased by you;
- e) to facilitate the administration and management of our Organisation, including but not limited to:
 - a. the use of your personal information collected in accordance with paragraph 3.1 in the administration and management of our Organisation;
- f) the administration and management of our products and services, including charging, billing, credit card authorisation and verification, checks for financial standing, credit-worthiness (including but not limited to undertaking an assessment for credit loss and obtaining credit references from the trade references which have been nominated by you on any credit application form, if applicable), fraud and collecting debts;
- g) the improvement of our services (including to contact you about those improvements and asking you to participate in surveys about our products and services);
- h) the maintenance and development of our products and services, business systems, networks and infrastructure, including our electronic infrastructure;
- i) co-ordinating, managing and maintaining good order and security of our staff and our premises, which shall include but is not limited to protecting the rights and safety of other parties on our premises;

- j) investigating and reporting information to third parties regarding any accidents or incidents that may have occurred on our premises;
- k) marketing and promotional activities by us and our related bodies (including by direct mail, telemarketing, email, SMS and MMS messages) such as our customer loyalty programs and newsletters;
- l) to provide customer service functions, including handling customer enquiries and complaints;
- m) to offer you updates, or other content or products and services that may be of interest to you;
- n) our compliance with applicable laws;
- o) the sale, and matters in connection with a potential sale, of our business or company to a third party; and
- p) any other matters reasonably necessary to continue to provide our products and services to you.

You acknowledge and agree that we may obtain personal information from the trade references nominated by you on your credit application form, if applicable. We may also disclose personal information to those third parties where you have nominated our Organisation as your trade reference.

We may also use or disclose your personal information and in doing so we are not required to seek your additional consent:

- a) when it is disclosed or used for a purpose related to the primary purposes of collection detailed above and you would reasonably expect your personal information to be used or disclosed for such a purpose;
- b) if we reasonably believe that the use or disclosure is necessary to lessen or prevent a serious or imminent threat to an individual's life, health or safety or to lessen or prevent a threat to public health or safety;
- c) if we have reason to suspect that unlawful activity has been, or is being, engaged in; or
- d) if it is required or authorised by law.

In the event we propose to use or disclose such personal information other than for reasons above, we will first seek your consent prior to such disclosure or use.

If you have received communications from us and you no longer wish to receive those sorts of communications, you should contact us via the details set out at the top of this document and we will ensure the relevant communication ceases. Any other use or disclosure we make of your personal information will only be as required by law or as permitted by the Privacy Act 1988 or by this privacy policy or otherwise with your consent.

The types of organisations to which we may disclose your personal information

We may provide your personal information to other organisations outside of our Organisation. Examples of other organisations and/or parties that your personal information may be provided to include:

- a) John Deere Limited and any related entities, subsidiaries, contractors, agents or third party providers of John Deere Limited (including its data hosting service providers, who manage the infrastructure used to provide MyJohnDeere);
- b) offshore service providers, if any;
- c) related entities and subsidiaries of our Organisation;
- d) third parties, such as banking or financial institutions, that might be required for credit check purposes or for the purchase (or sale) of any John Deere products by you;
- e) those trade references you have nominated on any credit application form; and
- f) our contractors and agents or other companies who assist us in providing our products and services to you (including archiving, auditing, accounting, legal, business consulting, delivery, website or technical services).

Your personal information is disclosed to these other organisations and/or parties only in relation to the goods or services we provide to you or for a purpose permitted by this privacy policy.

We take such steps as are reasonable to ensure that these other organisations and/or parties are aware of the provisions of this privacy policy in relation to your personal information.

Some of our third party providers may be located in New Zealand, Canada, America or other countries.

Photographs and Closed Circuit Television

We use closed circuit televisions (CCTV) at certain locations throughout our premises and surrounding areas. The use of CCTV is integral to our security system and CCTV images are stored for 90 days and may be used by us or other agencies if there is a major security incident.

We may take photographs of you attending our premises, and we may wish to use them for marketing and advertising purposes. Unless you advise us otherwise, you expressly agree and consent to the use of any photographs, which may include you, for the aforementioned purposes, without compensation.

Direct Marketing

You expressly consent to us using your personal information, including any email address you give to us, to provide you with information and to tell you about our products, services or events or any other direct marketing activity (including third party products, services, and events) (Direct Marketing Communications) which we consider may be of interest to you.

Without limiting the above statement, if it is within your reasonable expectations that we send you Direct Marketing Communications given the transaction or communication you have had with us, then we may also use your personal information for the purpose of sending you Direct Marketing Communications which we consider may be of interest to you.

If at any time you do not wish to receive any further Direct Marketing Communications from us, you may ask us not to send you any further information about products and services and not to disclose your information to other organisations for that purpose. You may do this at any time by using the "unsubscribe" facility included in the email or by contacting us via the details set out at the top of this document.

Data quality and security

We have taken steps to help ensure your personal information is safe. You will appreciate, however, that we cannot guarantee the security of all transmissions or personal information, especially where the Internet is involved.

Notwithstanding the above, we will take reasonable steps to:

- a) make sure that the personal information we collect, use or disclose is accurate, complete and up to date;
- b) protect your personal information from misuse, loss, unauthorised access, modification or disclosure both physically and through computer security methods; and
- c) destroy or permanently de-identify personal information if it is no longer needed for its purpose of collection.

However, the accuracy of personal information depends largely on the information you provide to us, so we recommend that you:

- a) let us know if there are any errors in your personal information; and
- b) keep us up-to-date with changes to your personal information (such as your name or address).

Access to and correction of your personal information



People. Power. Service.

You are entitled to have access to any personal information relating to you which we possess, except in some exceptional circumstances provided by law. You are entitled to edit such information unless we are required by law to retain it or permitted to retain it in accordance with this privacy policy. However, we may keep track of past transactions for our accounting and audit requirements. Furthermore, it may be impossible to completely delete your information because some information may remain as backups.

If you would like access, or correct any records of personal information we have about you, you are able to access or update that information (subject to the above) by contacting us via the details set out at the top of this document.

Consent / Changes to this Policy

By using our website (as may be applicable) or by accepting the terms of one of our terms and conditions which refer to this privacy policy, you are agreeing to the terms of this privacy policy.

We reserve the right to modify our privacy policy as our business needs require. We will notify you of such changes (whether by direct communication or by posting a notice on our website), after which, your continued use of our products, services or website or your continued dealings with us shall be deemed to be your agreement to the modified terms. If you do not agree to our continued use of your personal information due to the changes in our privacy policy, please contact us via the details set out at the top of this document.