
JBS Privacy Policy / Collection Statement - Tracing King Island Beef Producers

1 Your rights in relation to privacy

Baybrick Pty Ltd and its subsidiaries which includes JBS Australia Pty Ltd and the Primo group (collectively and individually, 'JBS') understands the importance of protecting the privacy of an individual's personal information.

This policy applies to you as a producer of King Island Beef for JBS, and sets out how JBS aims to protect the privacy of your personal information, which is collected by JBS and disclosed to third parties as part of JBS' commitment to informing consumers of the source of their King Island beef. In respect of livestock you provide to JBS, a label will be applied to portions of beef identifying its property of origin. Individuals along the supply chain, will scan the code with their iPhone and will be directed to a page within the King Island Beef website identifying you as the producer of the animal the beef was derived from and some details regarding your farm, or the farm with which you are otherwise affiliated (**Tracing King Island Beef Producers**).

In handling your personal information, JBS complies with the *Privacy Act 1988* (Cth) (**Privacy Act**), the 13 Australian Privacy Principles (**APPs**) in the Privacy Act and all relevant Australian privacy laws. This policy and collection statement deals specifically with your personal information obtained for the purposes of Tracing King Island Beef Producers. For information about the way in which JBS handles personal information more generally, please follow these links to JBS' [APP Privacy Policy](#) and [Credit Reporting Privacy Policy](#).

This policy may be updated from time to time.

2 What kinds of personal information does JBS collect for the purposes of Tracing King Island Beef Producers?

Personal information is information or an opinion about an identified, or reasonably identifiable, individual. For the purposes of Tracing King Island Beef Producers, JBS will collect the following kinds of personal information:

- (a) your name;
- (b) your photograph;
- (c) the general region of King Island where your farm, or the farm you are affiliated with, is located (for example, near Currie, King Island);
- (d) the size of your property or the property you are affiliated with;
- (e) your JBS Farm Assurance Program license number;
- (f) a brief overview about you and your farm, or the farm you are affiliated with; and
- (a) other information required for JBS to disclose information for the purposes of Tracing King Island Beef Producers.

JBS will not collect sensitive personal information for the purposes of Tracing King Island Beef Producers.

In some circumstances, JBS may also hold other personal information provided by you.

3 How does JBS collect personal information for the purposes of Tracing King Island Beef Producers?

JBS collects your personal information directly from you, through the completion of a manual or online form, and interactions or exchanges with you in person or by way of telephone, email, post or through the use of the JBS website.

There may be occasions when JBS collects your personal information from other sources such as from your spouse or guardian where your spouse has completed the relevant forms that JBS requires for the purposes of Tracing King Island Beef Producers.

Generally, JBS will only collect your personal information from sources other than you if it is unreasonable or impracticable to collect your personal information from you.

4 Why does JBS need your personal information?

JBS collects, holds, uses and discloses your personal information where it is reasonably necessary for the purposes of:

- (a) Tracing King Island Beef Producers, including informing distributors, butchers, restaurants, and consumers of the source of the JBS product and, as such, adding value to the King Island Beef brand;
- (b) enabling JBS to promote its King Island beef products to consumers around the world;
- (c) assisting JBS to improve its King Island beef products; and
- (d) any other legal requirements.

JBS may also use your personal information for purposes related to the above purposes and for which you would reasonably expect JBS to do so in the circumstances, or where you have consented, or the use is otherwise in accordance with law.

Where personal information is used or disclosed, JBS takes steps reasonable in the circumstances to ensure it is relevant to the purpose for which it is to be used or disclosed. You are under no obligation to provide your personal information to JBS. However, without certain information from you, JBS will not be able to provide customers with details regarding you and your farm, or the farm that you are affiliated with, and the website linked to the cuts of beef sourced from your farm, or the farm that you are affiliated with, will indicate that no personal information is available regarding you or the farm's owner.

5 To whom does JBS disclose your personal information for the purposes of Tracing King Island Beef Producers?

JBS discloses your personal information for the purpose for which JBS collects it. That is, generally, JBS will only disclose your personal information for a purpose set out at paragraph 4. This may include disclosing your personal information to purchasers of JBS' King Island beef, including:

- (a) wholesale distributors;
- (b) butchers;
- (c) restaurants; and
- (d) consumers.

JBS' disclosures of your personal information to third parties are not on a confidential basis. There is no way to track the identity of recipients of your personal information for the purposes of Tracing King Island Beef Producers.

JBS may also disclose your personal information with your consent or if disclosure is required or authorised by law.

6 Overseas disclosures

JBS may disclose your personal information to overseas recipients in order to provide its King Island beef products to such recipients.

Recipients of such disclosures may be located in Singapore, the Middle East, the United States of America, and other key export markets from time to time.

Overseas recipients may have different privacy and data protection standards as compared with Australia. JBS has no way of verifying whether overseas recipients of your personal information are bound by a substantially similar privacy scheme to Australia. As such, if you consent to disclosure of your personal information for the purposes of enabling the Tracing of King Island Producers by consumers, if an overseas recipient handles the personal information in breach of the Privacy Act, JBS will not be liable under the Privacy Act and you will not be able to seek redress under the Privacy Act or under overseas laws.

If you have any queries or objections to such disclosures, please contact JBS' Legal Department on the details set out in paragraph 9.

7 Security of your personal information

JBS takes steps reasonable in the circumstances to ensure that the personal information it holds is protected from misuse, interference, and loss and from unauthorised access, modification, or disclosure. Where JBS holds personal information electronically, such information is held on secure servers in controlled facilities and is only accessible by authorised staff.

JBS will destroy or de-identify personal information in circumstances where it is no longer required, unless JBS is otherwise required or authorised by law to retain the information.

8 Can you access and correct the personal information that JBS holds about you?

JBS takes steps reasonable in the circumstances to ensure personal information it holds is accurate, up-to-date, complete, relevant and not misleading. Under the Privacy Act, you have a right to access and seek correction of your personal information that is collected and held by JBS. If at any time you would like to access or correct the personal information that JBS holds about you, or you would like more information on JBS' approach to privacy, please contact JBS' Legal Department on the details set out in paragraph 9 below.

JBS will grant access to the extent required or authorised by the Privacy Act and take steps reasonable in the circumstances to correct personal information where necessary and appropriate.

To obtain access to your personal information:

- (a) you will have to provide proof of identity to ensure that personal information is provided only to the correct individuals and that the privacy of others is protected; and
- (b) JBS requests that you be reasonably specific about the information you require.

JBS will endeavour to respond to your request to access or correct your personal information within 30 days from your request.

9 How to contact us

For further information or enquiries regarding your personal information, please contact JBS' Legal Department at:

Baybrick Pty Ltd
PO Box 139
Booval QLD 4304

10 Privacy complaints

Please direct all privacy complaints to JBS' Legal Department. At all times, privacy complaints:

- (a) will be treated seriously;
- (b) will be dealt with promptly;
- (c) will be dealt with in a confidential manner; and
- (d) will not affect your existing obligations or affect the commercial arrangements between you and JBS.

JBS' Legal Department will commence an investigation into your complaint. You will be informed of the outcome of your complaint following completion of the investigation. In the event that you are dissatisfied with the outcome of your complaint, you may refer the complaint to the Office of the Australian Information Commissioner.