

PRIVACY POLICY

Mastaplex Limited together with its affiliates (collectively **we, our** or **us** in this Privacy Policy) is committed to maintaining the privacy of the information of its customers and other users of its products and services.

In the course of our business dealings with you we may collect, use, disclose, and hold information about an identifiable individual (**Personal Information**), as well as other business or technical data. This may include when you register with us on our website (**Website**), you order goods or services from us, you use any unit provided by us designed to test bovine milk samples to indicate the presence or otherwise of certain bacteria in such samples and the susceptibility of that/those bacteria to certain antimicrobials (**Mastaplex Unit**), or we generate and provide any test results from any use of the Mastaplex Units (**Test Results**).

This Privacy Policy describes how we collect, use, store and distribute Personal Information and other data, and describes the purposes for which we may use, disclose or hold such Personal Information and other data.

Information that we collect from you

During the course of your relationship with us, or during your use of any Mastaplex Unit, we may collect the following information:

- 1) If you establish a business or client account with us, we will collect personal details from you during the course of your establishing and maintaining that business or client account with us. This may include your organisation details, names and contact details of persons associated with that organisation, details of references, and invoicing and payment details.
- 2) We will collect personal details from you during the course of your establishing and maintaining a business or client account or user profile with us via the Website, such as your name, user name, passwords, address, email address, phone numbers, and credit card and payment details.
- 3) We will collect transaction details related to the goods or services you order from us.
- 4) We will collect data related to the use of the Website, including details of the pages visited, the data accessed, and any information inputted by you.
- 5) We may collect other Personal Information and data during the course or as a result of your use of any Mastaplex Unit, either directly from you or from third parties (such as your nominated veterinarian or your own clients).

How we use Personal Information and other data

We will use, disclose and hold Personal Information and data collected by us for the following purposes:

- 1) to enable us and our agents, distributors, resellers and affiliates to supply any goods or services requested by you;
- 2) to enable us and our agents, distributors, resellers and affiliates to supply the Test Results (either to you or to any veterinarian or other person nominated by you);
- 3) to establish and maintain any account you hold with us;
- 4) to complete sales transactions, including billing, payment, receipt, credit check and verification services;
- 5) to respond to your queries or requests for additional information;
- 6) to provide any after-sales service required by you;
- 7) to maintain our records;
- 8) to provide technical support and administration services in relation to the Website and any goods or services ordered by you;
- 9) to keep you informed about products, services, events, promotions or any other marketing activities, but only to the extent permissible under applicable laws, and subject to any other restrictions contained in this Privacy Policy;
- 10) for product development or research purposes; and
- 11) to evaluate customer satisfaction and the performance of marketing activities.

Cookies

Our Website may use cookies. “Cookies” are small text files that are placed on computers, devices or browsers used to access websites, apps or other internet content. We may use cookies to remember information about your personal preferences and user settings for the Website, to analyse Website traffic and trends, and to generally understand the behaviours and interests of people who use the Website.

Our cookies will only use information about your personal preferences and user settings so that our Website will remember your details next time you visit. We may use, disclose or sell other data collected by us from cookies for other purposes, but only on an aggregated basis and in a way that ensures that no individual is able to be identified from such information.

You may be able to change the settings on the device that you use to access the Website in order to reject or limit the use of cookies, but this may reduce the functionality of the Website.

Statistical data that we collect

During your use of the Website we may collect statistical data about such use, such as the date, time and length of your use, the pages of the Website that you visit, and information about the device you are using to access the Website. This information may be collected by software operating on our Website, or by third party service providers on our behalf.

We may use and disclose such statistical data for the following purposes:

- 1) to measure the effectiveness of any services or features provided via the Website;
- 2) to better direct users to goods or services that might interest them;
- 3) to identify user behaviour and user trends on the Website; and
- 4) to maintain and optimise the technical performance, operation and security of the Website.

We may disclose or sell such statistical data to others for any purpose, but only on an aggregated basis and in a way that ensures that no individual is able to be identified from such data.

Diagnostic and testing data

We may collect and generate diagnostic and testing data as a result of your use of any Mastaplex Unit. We may use, disclose and sell such data for any purpose, but only on an aggregated basis and in a way that ensures that no individual is able to be identified from such data. We may aggregate such data on a region by region basis.

Marketing

We may use Personal Information and other data collected by us or via the Website to send or email to you marketing or promotional information about our services or products, or the services or products of other companies (**Direct Marketing Information**), but only if you have expressly given us permission to do so.

If you have given us permission to send to you Direct Marketing Information, and you later decide that you do not want us to send you any further Direct Marketing Information, you can contact us at any time to request that we stop sending you such information. You can either contact our Privacy Officer (see the details at the end of this Privacy Policy) or use the “Unsubscribe” facility at the bottom of any Direct Marketing Information email or communication that we send you.

We will not sell your Personal Information or other data to direct marketers unless you have expressly given us permission to do so.

Business acquisition

We may transfer your Personal Information and other data to another entity in connection with a sale of our business or assets, a merger or consolidation or restructuring of our business or company, or any other transaction in which a third party acquires ownership of any rights in our business or the Website.

Disclosure of information to third-parties

We will not use your Personal Information and other data, or disclose your Personal Information and other data to third parties, except:

- 1) to the extent reasonably necessary to achieve any of the purposes described in this Privacy Policy; or
- 2) where we reasonably believe that such use or disclosure is required or expressly permitted under any applicable law.

Holding Information

We will not hold your Personal Information and other data for longer than is reasonably required for the purposes for which we may lawfully use that Personal Information or data.

Security

We will use all reasonable endeavours to effect and maintain adequate security measures to safeguard the Personal Information and other data we hold from loss or unauthorised access, use, modification or disclosure. However, as the internet is an open network, we do not warrant or guarantee that your Personal Information or other data is safe from loss or unauthorised access, use, modification or disclosure, either during transmission to or from the Website or any Mastaplex Unit, or when held by us.

Transfer of Information

We may transfer the information described in this Privacy Policy to or from other countries to the extent necessary to enable us to operate the Website, to supply any goods or services ordered by you, and to generate and provide the Test Results. Some of these countries may have less protective privacy or data protection laws than the region in which you reside. Where this is the case, we will take appropriate measures to protect your Personal Information and other data in accordance with this Privacy Policy.

Use of third-party websites

If you access any third-party websites via a link from the Website, you will leave the Website. By accessing these links you are not covered by the policies relating to the Website. We are not responsible for the content of any third-party websites, or their use of your Personal Information or other data.

Your rights to access and correct Personal Information

Where we hold Personal Information or other data about you, you have a right to access and correct that Personal Information or data in accordance with applicable laws. If you want to access or correct your Personal Information or data, please contact our Privacy Officer (see below) and he/she will tell you how to make a request and if any charges will apply.

Amendments to the Privacy Policy

We may amend this Privacy Policy from time to time. Notice of any such amendments will be announced on the Website or to Website users via email or other means. Any such amendments will be effective immediately, unless we state otherwise. Your continued use of the Website after any such notice will constitute your acceptance of any amendments or revisions to this Privacy Policy.

You should periodically review this Privacy Policy for the latest information about our privacy practices.

Contact

For any queries or further information about our Privacy Policy, please contact our Privacy Officer via email at the address below.

privacy.officer@mastaplex.com