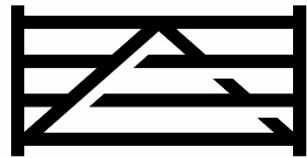

PRIVACY NOTICE



ALLIANCE
FARMERS' PRODUCE

1. Background and purpose

- 1.1 This privacy notice covers how Alliance Group Limited handles your personal information when you interact with us, in your capacity as consumer, business customer, supplier, business partner, visitor, or other person with a business relationship with us. The purpose of this document is to outline what personal data we collect about you, why we collect it, and what we do with it.

2. How we use your personal information

2.1 **Visiting our offices**

At our Alliance plants and offices, we meet visitors such as job applicants, suppliers, tradespeople, stakeholders and any other individuals who may need to interact with Alliance personnel. If you visit our premises, you should be aware that we will request your personal information to provide you with a personalized badge and to contact the Alliance employee you are meeting. We may also make use of CCTV systems (or other video devices) to record specific spaces of our premises.

What personal information we will collect:

- When processing your personalized badge, we will collect and use your name and visiting information; and
- When using CCTV or other video systems, we will collect video recordings of you.

2.2 **Making a privacy request**

If you want to exercise your privacy rights, ask us questions about our privacy practices, submit to us a privacy complaint or contact our Privacy Officer, you can contact us (you'll find the privacy contact form in the relevant section of this Privacy Notice), and we'll do our best to address your request. Your privacy request as well as your personal information will trigger an internal process aimed at satisfying, to the extent possible, your inquiry.

If you submit a privacy request to us, we require certain information from you as we need it to respond to you and adequately address your inquiry. At a minimum, we need the following information:

- Your name and contact information; and
- Your relationship with Alliance (i.e. customer, supplier, job applicant, or other).

2.3 **Shareholders of Alliance Cooperative Limited**

Some of our suppliers are shareholders of Alliance Cooperative Limited, who is a minority shareholder of Alliance Group Limited. Alliance Group Limited provides Alliance Cooperative Limited services to administer the cooperative. We will share your personal information with Alliance Cooperative Limited to help maintain the share register of Alliance Cooperative Limited, facilitate any voting rights you have and provide any dividend or rebate payments to you. We may use your personal information to communicate with the shareholders of Alliance Cooperative Limited about governance matters.

If you are a shareholder and you decide to exercise your rights in the context of a general meetings of shareholders of Alliance Cooperative Limited, we process your personal data to enable you to exercise your shareholders rights, for example to record your participation to the meeting of shareholders, to administer your proxy voting instructions and to process your vote and/or questions or statements during the meeting of shareholders.

Alliance Cooperative Limited shares are traded on the Unlisted Securities Exchange (USX) and can be transferred 'off market' by shareholders. We will share your information with the USX, Computershare and any brokers used by Alliance Cooperative Limited where appropriate to facilitate share transactions.

To properly manage these activities, we need the following information:

- Full name and title
- Date of birth
- Postal address
- Email address
- Financial information (number of shares etc.)
- Bank account number
- Name of your authorized representative (if any)
- Proxy voting instructions or votes cast
- The content of questions, opinions or proposals you may express before or during meetings of shareholders

We may also use your shareholder information to answer your questions and provide you with required support and/or discharge our statutory obligations (including but not limited to the Companies Act 1993, the Financial Markets Conduct Act 2013, the Cooperative Companies Act 1996 and the USX Market Rules).

2.4 **Livestock Supplier**

We collect and use personal information of our livestock suppliers so that we can administer and manage their supply to Alliance. This personal information may include contact details, business information, and any relevant data regarding the livestock supplied to us.

We may share this personal information with trusted third-party service providers, both within New Zealand and abroad, to enhance the quality of information we provide about your livestock supply. These third parties assist us by offering specialized services, such as data analysis and technological solutions, which help us optimize our processes and deliver greater outcomes for you as a supplier.

Any sharing of your personal information is done in accordance with applicable privacy laws and any company data governance policies. We ensure that all third-party providers handling your information maintain strict confidentiality and comply with relevant legal requirements.

By continuing to supply livestock to us, you consent to the collection, use, and sharing of your personal information as described above. If you have any questions or wish to know more about how your information is used, please contact us.

For the purposes of this Privacy Notice, “Livestock Suppliers” means the supplier or owner of any lamb, sheep, calves (including bobby calves), cattle, pigs, deer, and any other species of livestock supplied to Alliance, and includes the whole or part of their carcasses, meat, of any description, offal, and all articles of food or other goods derived from such carcasses, skins, hides, pelts and wool.

2.5 **Subscribing to our newsletters and communications**

If you subscribe to receiving our Brief Bites newsletter or other updates, we use your personal information to provide you with these updates. We will collect and use your full name and email address. When you subscribe to shares in Alliance, your email address will automatically be added to our mail distribution list to keep you up to date about the company and notify you about important events. You can unsubscribe at any time via the link at the bottom of the emails or via the “Unsubscribe” buttons on the Alliance website.

2.6 **Applying for a job or interacting with us for job opportunities**

Our recruitment process is designed to help us find people who share our passion for the agricultural sector. We are a business and employer that is committed to making a difference for families and communities and supporting people to build rewarding careers in the red meat sector. Depending on the specific recruitment activity, we process the following personal information:

- Contact information (such as full name, email address, phone number, country of residence, home address, other contact information);
- Information about your skills and qualifications, contained in CVs, cover letter or other documentation provided to us in your application (such as education history, work experience, transcripts);
- Information required to conduct background or employment checks (such as documents to proof your identity or qualifications);
- Information on the type of employment you are or may be looking for, current and/or desired salary and other terms relating to compensation and benefits packages, willingness to relocate, or other job preferences;
- Information required to make a conditional offer of employment (such as bank details to process salary payments, emergency contact details to know who to contact in case you have an emergency at work);
- If you're being referred, we process information that the person referring you provides about you.
- If required or permitted by local laws, we may also process information of a sensitive nature, such information about disabilities, to the extent relevant for the performance of your work.

We will use the above personal information to make available the following actions:

- Applying for a job on our career website
- Interacting with us (for example, with our HR team) for job opportunities
- Communicating with you about the recruitment process;
- Preparing an offer, if your application is successful;
- Complying with applicable laws and regulations we are subject to and cooperate with regulators and law enforcement bodies.

2.7 Purchasing products from our Pure South™ online shop

You can purchase products online from our Pure South Shop at <https://puresouthshop.com/>. You can either use your online account or check out as guest. We use third party logistics suppliers to facilitate your purchases and will share information with them to do so. We process your personal information for the following purposes:

- to handle your orders and process the payment.
- to deliver the purchased products and services to the delivery address you provide to us.
- to update you via email on the status of your order;
- to contact you via email for transactional and technical support;
- To comply with laws and regulations we are subject to (for example, for tax purposes we are obliged to store the details of every purchase).

We will collect the following information in order to provide you with our products at our Pure South Shop:

- Your Account data (in case you purchase a product with your online account);
- Name and Email (in case you purchase a product as a guest);
- Shipment and invoice address;
- Invoice/receipt information, which includes the purchased product and service;
- Payment information (such as your credit card number). Please note that we never store your payment information. When you submit a payment, your payment information will be directly sent to our trusted payment provider, which will connect to your bank to validate the transaction.

2.8 Visiting our website

When you visit our website we place cookies and other similar technologies on your browser or device that help us to enable the technical and functional management of our website (including ensuring information security), to improve the design and performance of our

websites and to better understand the visitor's behaviour on our pages. Some cookies are always on when you visit our websites, and you can't turn them off unless you change your browser settings. We use performance cookies (such as analytics) to gather aggregated statistical information on how our website are performing and to improve their performance accordingly.

2.9 **Managing your commercial relationship with us (including all non-livestock suppliers)**

If you have a commercial relationship with Alliance, as a (prospective) supplier, business customer or partner, we may use your personal information to manage our relationship. We process the following personal information:

- contact information, such as full name, job title/role, business email, business address, business phone number;
- qualification information of Supplier staff located at our work locations;
- payment information, such as data necessary to process payments and confirm identities of payee's (including but not limited to proof of identity of account holders, deposit slips, proof of address)
- Publicly available data, such as information relating to owners, majority shareholders, and top-level management or executives of our suppliers and business partners collected from trusted publicly available sources;
- Any other information you provide to us to enable us to manage our business relationship, for example details of any trustees of a trust, members of a partnership or other trading entity that you provide to Alliance 's shareholder services or procurement team;

We will use the above personal information for the following purposes:

- to communicate with you, e.g. by answering your requests or sending transactional communications;
- to initiate, plan, and maintain our (contractual) relationship with the customer, supplier or business partner you represent, e.g. by contracting, processing payments, accounting/billing/invoicing, managing credits, managing shipping and deliveries, handling repairs;
- to ensure our work locations are operating within compliance requirements such as health and safety, food safety etc.
- to provide you or your representatives with sales information.

2.10 **Other legal and business purposes**

We may have the need to fulfill other legal and business purposes and, in this context, we may process personal information. We process personal information for the following purposes:

- Business process execution and internal management. This purpose includes activities such as conducting (internal) audits and investigations, management of alliances, ventures, mergers, acquisitions and divestitures, re-organizations or disposals and integration with purchaser.
- Security and protection of interests and/or assets of Alliance. This purpose includes activities connected to the security and protection of the interests and/or assets of Alliance and its customers, Business Customers and business partners, including the safeguarding of the security and integrity of their business sector.
- Protection of Alliances' intellectual property rights This purpose includes activities such as filing and managing intellectual property rights of Alliance and it may require the processing of personal information of inventors and other individuals.
- Creation and disclosure of promotional material. This purpose includes activities such using photos and videos (which may contain data relating to individuals) in promotional material, which may be disclosed to customers or made available online.

- Compliance with legal obligations. This purpose includes the using of Personal Information in connection with the performance of a task carried out to comply with a legal obligation to which Alliance is subject, including the disclosure of Personal Data to government institutions or supervisory authorities, including tax authorities and other competent.
- Defense of legal claims. This purpose includes activities such as preventing, preparing for or engaging in dispute resolution.

Depending on the specific purpose, we process various categories of personal information (such as contact information data and any other information required to fulfill the above purposes).

3. How we protect your personal information

We use organizational, technical, and physical measures to protect your personal information, considering the nature of the personal information and the processing as well as the potential threats posed. We are constantly working to improve on these measures to help keep your personal information is secure.

4. Your privacy rights

- 4.1 If we hold your personal information, you have rights to access and request the correction of your personal information. To exercise these rights or to ask us questions about this privacy policy, please contact our Privacy Officer or an alternative contact provided in the below table:

Contact	Contact Details
Privacy Officer	Email: privacy.officer@alliance.co.nz Post: The Privacy Officer Alliance Group PO Box 845 Invercargill 9840
Customer Support Service	Phone: 0800 650 222
Overseas callers	Phone: +64 7 848 7403
Office of the Privacy Commissioner	Website: www.privacy.org.nz/contact-us/

- 4.2 We will acknowledge and respond to requests for Personal Information held by us within 20 working days from the date of the request.

- 4.3 Where correction of Personal Information that we hold is being sought by the individual concerned, we will respond to the request and advise of the resulting action we take. This may be in the form of correction of information or attaching a statement of correction to the information we hold.

5. **How long we keep your personal data**

We delete personal data when they are no longer necessary for the purposes described in this Privacy notice.

In any case, unless indicated otherwise in this Privacy notice, the criteria we use to decide our retention periods include: (i) whether we need your personal information to perform a contract to which you are subject or to respond to your questions or provide to you the required service or support; (ii) whether there is a legal obligation to which we are subject; or (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation, or regulatory investigations).