

PRIVACY POLICY

THE a2 MILK COMPANY LIMITED

At The a2 Milk Company™, we recognise the importance of your privacy. We abide by the principles of the Privacy Act 1993. Our policy for the management of personal information is set out in this document.

This policy applies to other companies related to The a2 Milk Company Limited.

1. INFORMATION WE OBTAIN

1.1 From time to time, we may collect information about you such as your name, address, phone number, email address, age, gender, and information regarding products and services you inquire about or purchase from us.

1.2 We may obtain information:

- (a) when you give it to us directly or when you use our products and services;
- (b) when you knowingly give us information when entering into one of our promotions or contacting us via our website, including by email.
- (c) by cookies when you visit our website. A cookie is a small amount of information which is transferred to the hard drive of your computer which can identify your web browser but not you. If you want to, you can disable your web browser from accepting cookies. If you do, you can still access our website, but not all services may be available.

2. WHY WE COLLECT INFORMATION

2.1 We collect information in order to:

- (a) respond to queries;
- (b) use the information for our own internal and marketing purposes and those of our related companies; for example, to improve our a2 milk™ products;
- (c) conduct our promotions;
- (d) keep a record of our dealings with each other;
- (e) develop a data profile to enable us to:
 - (i) tailor services to you;
 - (ii) enhance the content of our website;
- (f) send you notices about products and services we offer.

2.2 By giving us information, you consent to these uses. If you do not wish us to send you information on our products and services, please tell us when we collect the information from you.

2.3 We will use personal information about you only:

(a) as you consent;

(b) for purposes related to the reason you gave us the information for, and even then, only if you would reasonably expect us to use it; or

(c) in law enforcement, public health or public safety circumstances, where required by law.

2.4 We will not disclose any personal information about you, except:

(a) in law enforcement, public health or public safety circumstances, where required by law; or

(b) to our related companies.

3. SECURITY AND CONFIDENTIALITY

3.1 We will take reasonable steps to ensure that all information we collect or use is accurate, complete, up to date and stored in a secure environment and is accessed only by authorised personnel for permitted purposes, although, because of the nature of the internet, we cannot guarantee that it is totally protected from hackers or misuse.

4. ACCESS

4.1 If you:

(a) wish to access or modify personal information which we hold about you or request its removal from our records; or

(b) are unhappy with any aspect of our collection or use of your information, please contact our Privacy Officer by telephone on +61 2 9697 7000 or writing to PO Box 1564, North Sydney, Australia 2059.

5. WHAT THIS PRIVACY POLICY DOES NOT APPLY TO

5.1 You need to be aware that this privacy policy applies to dealings with us including dealings via our website or in respect of our website services but does not apply to any other website which you access using a link from ours. In this case the privacy policy of the owner of the other website (if any) will apply. We cannot and do not make any warranty or representation as to the practices of any linked websites in the handling of your personal information.