

Bluebird Foods Privacy Policy

Last update: 16 September 2020

Bluebird Foods Limited ("**Bluebird**") respects and is committed to protecting your privacy. Bluebird has implemented measures to comply with its obligations under the relevant New Zealand privacy laws. This Privacy Policy ("**Policy**") sets out how Bluebird collects, uses and protects your "personal information". "Personal information" means information that can be used to identify you.

You should read this Policy with the *Terms of Use – PepsiCo Australia and New Zealand* which set out the terms on which you use our website. The Terms of Use are available from <http://www.pepsico.com.au/terms/>.

By accessing and using our website or in the course of any other interactions with us, you authorise us to collect, use, store and disclose your personal information in accordance with the terms of this Policy.

1. Updates

We may from time to time revise this Policy. Any changes to this Policy will be promptly communicated on our website. Continued use of our website after being notified of a change in our Policy indicates your consent to the collection, use, storage and disclosure of your personal information in accordance with the revised Policy.

2. Collection

We collect personal information in the course of our business dealings with you. Generally, and as appropriate, we will tell you why we are collecting personal information, when we collect it and how we plan to use it, or these things will be obvious when we collect the information.

We usually collect personal information such as name, email and street address, and telephone number. Importantly, we do not collect any personal information from you that we do not need to perform a business function, and we will not collect any personal information about you without your prior consent.

We may collect your personal information through your use of our website, any correspondence we may have with you or through your participation in our promotions, competitions or surveys. Our promotions, competitions or surveys may be conducted on third party websites, such as Facebook and other social media.

We may also collect personal information during the recruitment process when you enquire about or apply for any positions at Bluebird. It may be collected as part of your application submitted or provided to us by a third party such as a recruitment agency. We may also collect your personal information if you or your employer propose to provide contracted services to us. In these circumstances your personal information may be provided by you directly to Bluebird or by your employer providing us with your personal details. From time to time we may require our employees to provide personal information to us, or to consent to the collection of their personal information from a third party.

If you provide us with personal information about someone else, you warrant that you have that person's authorisation to do so and that you have told that person about this Policy.

3. Use and Disclosure

We use and disclose your personal information to provide and market our products to you and to fulfil administrative functions associated with our business activities. This may include processing payments, delivering orders, managing promotions, providing refunds and discounts, verifying your identity, communicating with you, conducting product and market research, maintaining and updating our business records, and dealing with your enquiries or complaints.

We may also use your personal information to provide marketing communications and product advertising to you by telephone, email, social media, SMS or other means. You may opt-out of receiving these types of communications at any time by contacting us or using the opt-out facilities provided in the communications.

We may, and you authorise us to, share your personal information with other members of the PepsiCo
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group of companies, service providers, contractors, strategic partners and any other third parties with whom we have a commercial relationship, whether located in New Zealand or elsewhere. Any disclosure to third parties will be to help us provide and market our products to you and we will require those third parties to protect your personal information in the same way we do.

Where the third party recipient is located outside New Zealand, we will take reasonable steps to ensure that the overseas recipient is required to protect your personal information in a way that, overall, provides comparable safeguards to those under New Zealand privacy laws. Examples of such steps include a written agreement between us and the recipient, or making reasonable enquiries regarding the data protection standards of the country in which the recipient is domiciled in.

4. Security

We use a variety of physical and electronic security measures including restricting physical access to our offices, firewalls and secure databases to keep personal information secure from misuse, loss or unauthorised use or disclosure.

We only permit authorized personnel or consultants to access your personal information for legitimate business purposes.

If we determine that we no longer require your personal information for our business purposes, we will take reasonable steps to de-identify or securely destroy that information as soon as practicable.

5. Your Rights of Access and Correction

We take reasonable steps to ensure personal information we hold about you is accurate, complete, up-to-date, relevant and not misleading.

You have a general right to access and to request the correction of any personal information we hold about you. We may deny your request in some circumstances and if we do so, we will provide you with written reasons for that denial. If you disagree with our decision on your request, then you can complain to the New Zealand Privacy Commissioner. To lodge a complaint with the Privacy Commissioner, please visit: <https://www.privacy.org.nz/your-rights/making-a-complaint/complaint-form/>.

6. Questions

If you would like more information about our approach to privacy, or would like to request details of your personal information, please contact us on 0800 730 123 (between 9am and 5pm NZ time) or contact our Privacy Compliance Officer at 124 Wiri Station Road, Manukau City, Auckland, New Zealand.