

## **Bluebird Foods Privacy Policy**

Last update: 8 December 2015

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, you agree to 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 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.

If you provide us with personal information about someone else, you should tell that person about this Policy and that his or her personal information has been provided to us.

### **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 share your personal information with other members of the PepsiCo group of companies, which are located outside New Zealand. We may from time to time disclose your personal information to service providers, contractors, strategic partners and any other third parties with whom we have a commercial relationship. 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.

### **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.

## **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.