

PRIVACY POLICY

Last updated [19 October 2020]

South African Pork Producers' Organisation ("SAPPO") is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the <https://www.worldofpork.com> website ("World of Pork Website") and governs data collection and usage. By using the Website, you consent to the data practices described in this statement.

1. COLLECTION OF YOUR PERSONAL INFORMATION

- 1.1 SAPPO collects personally identifiable information, such as your e-mail address, name, surname, or telephone number. SAPPO also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests, and favourites.
- 1.2 There is also information about your computer hardware and software that is automatically collected by SAPPO. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by SAPPO for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the World of Pork Website.
- 1.3 Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through SAPPO public message boards, this information may be collected and used by others. Note: SAPPO does not read any of your private online communications.
- 1.4 SAPPO encourages you to review the privacy statements of websites you choose to link to from SAPPO so that you can understand how those websites collect, use, and share your information. SAPPO is not responsible for the privacy statements or other content on websites outside of the World of Pork and World of Pork family of Websites.

2. USE OF YOUR PERSONAL INFORMATION

- 2.1 SAPPO collects and uses your personal information to operate the World of Pork Website and deliver the services you have requested. SAPPO also uses your personally identifiable information to inform you of other products or services available from SAPPO and its affiliates. SAPPO may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.
- 2.2 SAPPO does not sell, rent or lease its customer lists to third parties. SAPPO may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail address, name, surname, telephone number) is not transferred to the third party. In addition, SAPPO may share data with trusted partners to help us perform statistical analysis, send you e-mail or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to SAPPO, and they are required to maintain the confidentiality of your information.
- 2.3 SAPPO does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.
- 2.4 SAPPO keeps track of the websites and pages our customers visit within SAPPO, in order to determine what SAPPO services are the most popular. This data is used to deliver customized content and advertising within SAPPO to customers whose behaviour indicates that they are interested in a particular subject area.
- 2.5 World of Pork Website(s) will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on SAPPO or the Website; (b) protect and defend the

rights or property of SAPPO; and, (c) act under exigent circumstances to protect the personal safety of users of SAPPO, or the public.

3. USE OF COOKIES

- 3.1 The World of Pork Website use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.
- 3.2 One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize SAPPO pages, or register with World of Pork Website or services, a cookie helps SAPPO to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same World of Pork Website, the information you previously provided can be retrieved, so you can easily use the SAPPO features that you customised.
- 3.3 You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the SAPPO services or World of Pork Website(s) you visit.

4. SECURITY OF YOUR PERSONAL INFORMATION

- 4.1 SAPPO secures your personal information from unauthorised access, use or disclosure. SAPPO secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected

through the use of encryption, such as the Secure Socket Layer (“SSL”) protocol.

5. CHANGES TO THIS STATEMENT

- 5.1 SAPPO will occasionally update this Statement of Privacy to reflect company and customer feedback. SAPPO encourages you to periodically review this Statement to be informed of how SAPPO is protecting your information.

6. CONTACT INFORMATION

- 6.1 SAPPO welcomes your comments regarding this Statement of Privacy. If you believe that SAPPO has not adhered to this Statement, please contact SAPPO at info@worldofpork.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.

7. DISCLAIMER

7.1 Agreement between the user and SAPPO:

7.1.1 The World of Pork Website is comprised of various Web pages operated by SAPPO.

7.1.2 The World of Pork Website is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your use of the World of Pork Website constitutes your agreement to all such terms, conditions, and notices.

7.2 Modification of these terms of use:

7.2.1 SAPPO reserves the right to change the terms, conditions, and notices under which the World of Pork Website is offered, including

but not limited to the charges associated with the use of the World of Pork Website.

7.3 Link to Third Party Sites:

7.3.1 The World of Pork Website may contain links to other websites ("Linked Sites"). The Linked Sites are not under the control of SAPPO and SAPPO is not responsible for the contents of any Linked Site, including without limitation any link contained in a Linked Site, or any changes or updates to a Linked Site. SAPPO is not responsible for webcasting or any other form of transmission received from any Linked Site. SAPPO is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by SAPPO of the site or any association with its operators.

7.4 No unlawful or prohibited use:

7.4.1 As a condition of your use of the World of Pork Website, you warrant to SAPPO that you will not use the World of Pork Website for any purpose that is unlawful or prohibited by these terms, conditions, and notices. You may not use the World of Pork Website in any manner which could damage, disable, overburden, or impair the World of Pork Website or interfere with any other party's use and enjoyment of the World of Pork Website. You may not obtain or attempt to obtain any materials or information through any means not intentionally made available or provided for through the World of Pork Websites.

7.5 Use of Communication Services:

7.5.1 The World of Pork Website may contain chat areas, personal web pages, calendars, and/or other message or communication facilities designed to enable you to communicate with SAPPO or with a group

(collectively, "Communication Services"), you agree to use the Communication Services only to post, send and receive messages and material that are proper and related to the particular Communication Service. By way of example, and not as a limitation, you agree that when using a Communication Service, you will not:

- 7.5.1.1 Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others.
- 7.5.1.2 Publish, post, upload, distribute or disseminate any inappropriate, profane, defamatory, infringing, obscene, indecent or unlawful topic, name, material or information.
- 7.5.1.3 Upload files that contain software or other material protected by intellectual property laws (or by rights of privacy or publicity) unless you own or control the rights thereto or have received all necessary consents.
- 7.5.1.4 Upload files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer.
- 7.5.1.5 Advertise or offer to sell or buy any goods or services for any business purpose, unless such Communication Service specifically allows such messages.
- 7.5.1.6 Download any file posted by another user of a Communication Service that you know, or reasonably should know, cannot be legally distributed in such manner.
- 7.5.1.7 Falsify or delete any author attributions, legal or other proper notices or proprietary designations or labels of the

origin or source of software or other material contained in a file that is uploaded.

- 7.5.1.8 Restrict or inhibit any other user from using and enjoying the Communication Services.
 - 7.5.1.9 Violate any code of conduct or other guidelines which may be applicable for any particular Communication Service.
 - 7.5.1.10 Harvest or otherwise collect information about others, including e-mail addresses, without their consent.
 - 7.5.1.11 Violate any applicable laws or regulations.
- 7.5.2 SAPPO has no obligation to monitor the Communication Services. However, SAPPO reserves the right to review materials posted to a Communication Service and to remove any materials in its sole discretion. SAPPO reserves the right to terminate your access to any or all of the Communication Services at any time without notice for any reason whatsoever.
- 7.5.3 SAPPO reserves the right at all times to disclose any information as necessary to satisfy any applicable law, regulation, legal process or governmental request, or to edit, refuse to post or to remove any information or materials, in whole or in part, in SAPPO's sole discretion.
- 7.5.4 Always use caution when giving out any personally identifying information about yourself or your children in any Communication Service. SAPPO does not control or endorse the content, messages or information found in any Communication Service and, therefore, SAPPO specifically disclaims any liability with regard to the Communication Services and any actions resulting from your

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7.5.5 Materials uploaded to a Communication Service may be subject to posted limitations on usage, reproduction and/or dissemination. You are responsible for adhering to such limitations if you download the materials.

8. MATERIALS PROVIDED TO SAPPO OR POSTED AT ANY WORLD OF PORK WEBSITE

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9. LIABILITY DISCLAIMER

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10. TERMINATION/ACCESS RESTRICTION

- 10.1 SAPPO reserves the right, in its sole discretion, to terminate your access to the World of Pork Website and the related services or any portion thereof at any time, without notice. Use of the World of Pork Website is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including without limitation this paragraph. You agree that no joint venture, partnership, employment, or agency relationship exists between you and SAPPO as a result of this agreement or use of the World of Pork Website. SAPPO's performance of this agreement is subject to existing laws and legal process, and nothing contained in this agreement is in derogation of SAPPO's right to comply with governmental, court and law enforcement requests or requirements relating to your use of the World of Pork Website or information provided to or gathered by SAPPO with respect to such use. If any part of this agreement is determined to be invalid or

unenforceable pursuant to applicable law including, but not limited to, the warranty disclaimers and liability limitations set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid, enforceable provision that most closely matches the intent of the original provision and the remainder of the agreement shall continue in effect. Unless otherwise specified herein, this agreement constitutes the entire agreement between the user and SAPPO with respect to the World of Pork Website and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral or written, between the user and SAPPO with respect to the World of Pork Website. A printed version of this agreement and of any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to this agreement to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form. It is the express wish to the parties that this agreement and all related documents be drawn up in English.

11. COPYRIGHT AND TRADEMARK NOTICES

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