



Privacy Policy

Mitolo Family Farms and its related entities (Mitolo Group, we, us, our) are committed to protecting your personal information.

This policy explains how we collect, use, disclose and protect personal information under the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles.

What personal information do we collect?

Depending on your dealings with us, we may collect:

- name and contact details;
- customer, supplier or transaction information;
- employment and recruitment information;
- health and safety information where required;
- website and online usage information; and
- communications you have with us.

We only collect what's reasonably necessary for our business.

How do we collect personal information?

We usually collect this directly from you when you:

- contact us;
- purchase goods or services;
- apply for employment;
- via websites, systems and digital platforms, including cookies, tracking pixels and analytics;
- subscribe to updates or marketing communications.

We may also collect it from third parties or public sources where the law allows.

Why do we collect and use personal information?

We use personal information to:

- provide products and services;
- manage customer and supplier relationships;
- recruit and manage employees and contractors;
- meet legal, regulatory and safety obligations;
- respond to enquiries and complaints; and
- communicate information about our products and services.

Why we use tracking technologies?

- **Strictly Necessary:** Essential for maintaining website stability, security, and basic navigation.
- **Performance & Analytics:** We utilise tools like Google Analytics, Meta Pixel and TikTok pixel to collect de-identified metadata (such as your browser type, operating system, pages visited, and time spent on the site). This helps us improve our digital experience.
- **Marketing & Engagement:** Pixels may occasionally be deployed to measure the reach of our community initiatives, fresh produce campaigns, or brand announcements.

Disclosure of personal information

We may disclose this to:

- other entities within the Mitolo Group;
- professional advisers;
- information technology and service providers;
- insurers;
- regulators and government agencies; and
- others where required or authorised by law.

Service providers must protect it and use it only for the purpose we authorise.

Overseas disclosure

Some information may be stored or processed overseas by our technology providers, currently including Canada, the United States, the United Kingdom, and the European Economic Area.

Where this happens, we take reasonable steps to protect it to Australian privacy law standards.

Direct marketing

We may contact you about our products, services or events where the law allows.

You can opt out anytime via the unsubscribe link or by contacting us.

We do not sell personal information.

Security and retention

We take reasonable steps to protect it from misuse, loss and unauthorised access.

We retain it only as long as required, then securely destroy or de-identify it.

Access and correction

You can ask to see the personal information we hold about you and request corrections.

Complaints

If you have concerns about how we manage your information, contact us.

We'll investigate and respond within a reasonable timeframe. If you're not satisfied, you can escalate to the Office of the Australian Information Commissioner (OAIC).

Contact Us

Privacy Officer

Mitolo Family Farms

Email: privacy@mitolofamilyfarms.com.au

Phone: +61 (0) 8282 9000

This Privacy Policy may be updated from time to time. The current version is available on our website.