

AGLIVE

GLOBAL PRIVACY POLICY

Privacy Policy

How the Aglive group collects, uses, discloses and protects personal information

Version 1.0 · Effective January 2026

Applies across the Aglive group

CONTRACTING ENTITY

This Privacy Policy applies to Aglive Australia Pty Ltd (ABN 19 672 464 756), Aglive LLC (United States) and the other Aglive group companies. The Aglive entity responsible for your personal information is identified in the Summary below.

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Summary

This Privacy Policy explains how the Aglive group (**we, us or our**) collects, uses, stores, discloses and otherwise processes your personal information in connection with our websites, web portal, mobile and desktop applications, platform, products, hardware and services (the **Aglive Services**), and when you deal with us as a customer, supplier, partner, website visitor or job applicant. It also explains the rights available to you.

Who is responsible for your personal information. The controller of your personal information depends on where you live:

- (a) **Aglive Australia Pty Ltd** (ABN 19 672 464 756), if you live in Australia, the United Kingdom, the European Union, or any country not listed in paragraph (b); and
- (b) **Aglive LLC** (United States), if you live in North America (including Canada) or Latin America.

Please read this policy in full. If you do not agree with how we handle personal information as described here, please do not provide personal information to us or use the Aglive Services.

Definitions

Personal information (also called “personal data”) means information or an opinion, whether true or not and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable.

GDPR means the EU General Data Protection Regulation (Regulation 2016/679) and the UK GDPR as retained in the law of England and Wales, as applicable.

Privacy Laws means all applicable laws governing the processing of personal information, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles, the GDPR, and applicable United States state privacy laws, including the California Consumer Privacy Act (as amended).

Sensitive information means information about an individual’s racial or ethnic origin, political or religious beliefs, trade-union or association membership, sexual orientation, criminal record, or health, genetic or biometric information.

1. The personal information we collect

The personal information we collect depends on how you deal with us. It may include the following.

1.1 Information you give us

- **Contact and account details** — your name, business name, postal and email address, telephone numbers, role, username and the credentials you create.
- **Property and operational information** — your property identification code (PIC) or equivalent, property name, address and size, farm-map and geo-reference data, business identifiers (such as an ABN), and information about your primary-production inputs and outputs, where this identifies you.
- **Livestock and supply-chain information** — livestock electronic identification (RFID or EID) and visual tags, NLIS and other identifiers, and movement, consignment, eNVD, treatment, welfare and animal-raising-claim records, where this identifies you.

- **Third-party system credentials** — where you choose to connect national or industry systems (for example, your NLIS login) so that we can synchronise data or submit declarations on your behalf.
- **Commercial and payment information** — records of your use of the Aglive Services, your orders, and your payment details (card or account details, processed through a third-party payment provider).
- **Communications and feedback** — information contained in your enquiries, support requests, survey responses and correspondence.
- **Job-applicant information** — if you apply for a role, your identity, qualifications, work history, right-to-work status, referee details and information from public sources, together with, where lawful and necessary, limited sensitive information (such as health information relevant to a workplace accommodation), and only with your consent or as permitted by law.

1.2 Information we collect automatically

When you use the Aglive Services, we automatically collect technical data, such as device identifiers and type, application and operating-system version, IP or MAC address, geolocation, browser type, and carrier and connection information, together with usage data, such as the pages you view, the time and duration of your visits, and click-stream and log data.

1.3 Site-capture footage and licence-plate data (LTRS)

LTRS SITE CAPTURE

Where the Aglive Livestock Transport Recording System (LTRS) is deployed, AI cameras, welfare cameras and licence-plate cameras capture video and images at livestock ramps and transfer points. This footage primarily records animals and vehicles, but may incidentally capture individuals (such as drivers or yard staff) and vehicle licence-plate numbers, which can constitute personal information.

We use this footage to validate livestock movements, to support compliance and animal-welfare requirements, and to link verified events to consignments. We handle it in accordance with this policy and applicable Privacy Laws, and access to it is restricted to authorised purposes.

1.4 Information from other sources

We may collect personal information about you from third parties, including: when you connect a third-party integration (for example, a government or industry login such as NLIS or MLA/eNVD, or a provider such as Cibolabs or Informed365); when another person nominates you as an additional user; from industry schemes, programs and databases where you provide login details for synchronisation; from referees and public sources (such as a LinkedIn profile) in connection with a job application; and, in certain regions, from prospect lists, in order to identify potential customers.

2. Why we collect, and how we use, personal information

We collect, hold, use and disclose personal information in order to operate our business and provide the Aglive Services. Where the GDPR applies, we rely on a lawful basis for each purpose, as summarised below.

Purpose	GDPR lawful basis (where applicable)
Register you, validate access, take payment, and administer your account and our relationship with you.	Performance of a contract (Art. 6(1)(b)); legitimate interests in administering our relationship (Art. 6(1)(f)).
Provide, operate, support and improve the Aglive Services, including validating livestock movements, mapping compliance data, and generating declarations and passports.	Performance of a contract (Art. 6(1)(b)); legitimate interests in operating and improving our services (Art. 6(1)(f)).
Verify identity and meet our legal, regulatory and traceability obligations, including livestock-identification and biosecurity requirements.	Legal obligation (Art. 6(1)(c)); legitimate interests (Art. 6(1)(f)).
Respond to enquiries, provide customer support, and troubleshoot issues.	Performance of a contract (Art. 6(1)(b)); legitimate interests (Art. 6(1)(f)).
Send you marketing and information about products and services that may interest you.	Consent, where required (Art. 6(1)(a)); otherwise legitimate interests (Art. 6(1)(f)).
Protect our rights and the safety of our users and others, and prevent fraud and misuse.	Legitimate interests (Art. 6(1)(f)); legal obligation (Art. 6(1)(c)).
Assess your candidacy if you apply for a role with us.	Legal obligation (Art. 6(1)(c)); legitimate interests in recruitment (Art. 6(1)(f)); the Art. 9(2) bases for any sensitive information.

If you do not provide personal information that we need (for example, a PIC or the identifiers required under traceability or biosecurity law), we may be unable to provide some or all of the Aglive Services, or to deliver certain features or programs.

3. Artificial intelligence and data residency

Some features of the Aglive Services apply artificial intelligence to data (for example, AI livestock counting at capture, and AI-enabled enrichment, validation and declaration generation within the platform). Where AI inference is applied to producer data, it is performed within a controlled cloud boundary, being Amazon Web Services in the Sydney (ap-southeast-2) region, so that producer data does not leave that trusted Australian environment. We use AI outputs as an aid to validation, structuring and reporting; they do not replace your own verification, and you remain responsible for the decisions you make using them. We may use de-identified or aggregated data to develop and improve our AI features, as described in clauses 2 and 7.

4. Our websites and cookies

We collect website-visitor data (such as IP or MAC address, region, dates and times, the pages you view, the referring site, and your browser and operating-system type) for analytics, reporting, and the administration and improvement of our website. Unless you are logged in, this information is generally not used to identify you.

We use cookies, pixels and similar technologies to operate the website, remember your preferences, analyse traffic and measure our marketing. You can set your browser to refuse some

or all cookies, although some features may not work as a result. We may also use analytics providers (such as Google Analytics); you can opt out of Google Analytics using the browser add-on that Google provides. Where we maintain a separate Cookie Notice, it explains the cookies we use and how to manage them.

5. How and why we disclose personal information

We may disclose your personal information to the following categories of recipient, for the purposes described above:

- **Our group and personnel** — Aglive group companies, and the members of our staff who need it.
- **Service providers** — the cloud, hosting, IT, payment, analytics, communications and support providers who help us operate the Aglive Services.
- **Integration and supply-chain partners** — where you connect them, including the buyers to whom you sell livestock; government and industry bodies such as Meat & Livestock Australia, the National Livestock Identification System, and state agriculture departments and equivalent authorities; and providers such as GS1, Cibolabs and Informed365.
- **Alliance and reseller partners** — our authorised resellers and technology alliance partners who help deliver hardware, on-premise components or implementation.
- **Professional advisers** — our lawyers, auditors, insurers and other advisers, under obligations of confidentiality.
- **Regulators and law enforcement** — where required or authorised by law, or to protect rights and safety, including, where you use accredited devices, providing required information to the applicable livestock-identification or biosecurity regulator, and responding to a regulator on request in an emergency affecting livestock, biosecurity or welfare.
- **Business transfers** — a party to whom we sell or transfer our business or assets, in whole or in part.
- **With your consent** — any other recipient you authorise.

While we take reasonable steps to require third-party recipients to handle personal information consistently with the Privacy Laws, we cannot guarantee, and are not responsible for, the manner in which independent third parties handle it.

6. Overseas and cross-border transfers

Our primary servers for the platform are located in Australia. We and our service providers may store or process personal information in other countries, including the United States and the other countries in which our providers operate. If you are in the United Kingdom or the European Union, your personal information may be transferred outside the European Economic Area, including to Australia, which may not have equivalent privacy laws. Where we transfer personal information across borders, we take steps to protect it in accordance with applicable Privacy Laws, including, where required, putting in place standard contractual clauses or relying on another lawful transfer mechanism. You may contact us for further information about these safeguards.

7. Aggregated, de-identified and ledger-based data

The Aglive platform is built on the concept of pooled, validated supply-chain data, shared to improve traceability, integrity and supply-chain outcomes. We may create, use, disclose and commercialise aggregated or de-identified data and insights derived from the use of the Aglive Services (for example, for analytics, product differentiation, reporting, and the development of new products and services), provided that, in the form disclosed, the data does not identify you or any individual without your prior consent. Where data is shared to support a specific supply-chain outcome (for example, with a buyer to whom you supply), we do so in accordance with our stated data-sharing protocols and this policy.

Blockchain and distributed ledger. Aglive owns, has access to, and has the right to use blockchain and distributed-ledger technology, infrastructure and methodology. This remains a tool and an option that Aglive may implement in order to record, secure or verify certain supply-chain data. Where Aglive implements distributed-ledger technology, any personal information involved is handled in accordance with this policy and Aglive's stated data-sharing protocols, and we take account of the persistence of ledger-based records when doing so.

8. Security of personal information

We take reasonable technical and organisational steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification and disclosure, including encrypted access, role-based access controls, secure APIs, on-premise validation under local control where deployed, and requiring our service providers to maintain appropriate safeguards. However, no method of transmission over, or storage on, the internet is completely secure, and you provide information at your own risk. Please tell us immediately if you become aware of any security incident affecting your personal information held by us.

9. How long we keep personal information

We retain personal information for as long as is reasonably necessary to provide the Aglive Services and operate our business, and afterwards for as long as required by law or for a legitimate purpose, such as dispute resolution, audit and the maintenance of traceability records. The criteria we apply include how long the information is needed to provide the Aglive Services, the type of information, and any legal, contractual or regulatory retention obligation (including livestock-traceability and biosecurity records). When information is no longer needed, we take reasonable steps to delete or de-identify it.

10. Your rights

Subject to your jurisdiction, and to certain limits and exceptions, you may have rights to: access the personal information we hold about you; correct inaccurate, out-of-date or incomplete information; request the erasure or restriction of processing; object to certain processing; port your information; and withdraw consent. Some rights apply only in certain regions (see the Supplementary Terms below). You can access and update some information by logging into your account. To exercise a right, contact us using the details below; we may need to verify your identity first, and we may decline a request where permitted by law.

11. Direct marketing

We may contact you with information about products, services, offers and events that may interest you, by email, mail, telephone or message, in accordance with applicable law. You can opt out at any time, by using the unsubscribe facility in our communications, by adjusting your

account preferences, or by contacting us. We may use tracking pixels to measure engagement with our marketing emails. If you opt out of marketing, we may still send you service and transactional communications.

12. Children's personal information

The Aglive Services are intended for businesses and adult users, and are not directed to children. We do not knowingly collect personal information from children without appropriate authorisation. If you believe that a child's personal information has been provided to us without authorisation, please contact us, and we will take appropriate steps.

13. Complaints

If you have a question or complaint about the way we handle your personal information, please contact us using the details below. We will investigate and respond within a reasonable time. If you are not satisfied with our response, you may also contact the relevant privacy regulator: in Australia, the Office of the Australian Information Commissioner (oaic.gov.au); in the European Union or United Kingdom, your local data-protection supervisory authority; and in the United States, the attorney-general of the state in which you reside.

14. Changes to this policy

We may update this Privacy Policy from time to time, to reflect changes in our practices, in the Aglive Services or in the law. We will post the updated policy on our website with a new effective date, and your continued use of the Aglive Services after it takes effect indicates your acceptance of it. Please review it periodically.

15. Contact us

To contact our Privacy Officer, exercise a right, or make a complaint:

- **Australia, the United Kingdom, the European Union and other countries** — Aglive Australia Pty Ltd, Privacy Officer. Email: privacy@aglive.com; Telephone: 1300 893 531.
- **North America and Latin America** — Aglive LLC, Privacy Officer. Email: privacy@aglive.com.

Supplementary Terms — Australia

If you are in Australia, the Australian Privacy Principles apply. Your access and correction rights are described in clause 10. Where it is practicable, you may deal with us anonymously or by using a pseudonym, although we may be unable to provide some Aglive Services if you do not identify yourself. If you are dissatisfied with our response to a privacy request or complaint, you may contact the Office of the Australian Information Commissioner (enquiries@oaic.gov.au; 1300 363 992; GPO Box 5218, Sydney NSW 2001).

Supplementary Terms — European Union and United Kingdom

If you are in the European Union or the United Kingdom, the GDPR applies, and you have the rights described in clause 10 (access, rectification, erasure, restriction, objection, portability, and the withdrawal of consent), subject to the applicable conditions and exceptions. We rely on the lawful bases identified in clause 2. You have the right to lodge a complaint with your local supervisory authority. Information about our cross-border-transfer safeguards is set out in clause 6 and is available on request. The relevant controller and data-protection contact are identified in the Summary and in clause 15.

Supplementary Terms — United States

Depending on the United States state in which you reside, you may have rights to know about, access, delete, correct and port your personal information, and to opt out of the “sale” or “sharing” of personal information and of targeted advertising. We set out below the categories of personal information we collect, the purposes for which we collect and use it, and the categories of recipient to whom we disclose it.

Category of personal information	Purpose of collection and use	Categories of recipient
Contact details (name, email, telephone, address).	Provide and support the Aglive Services; communicate with you; market to you.	Group; service providers; integration, alliance and commercial partners; advisers; as required by law.
Property, operational, livestock and supply-chain information (PIC, identifiers, movements, declarations).	Provide the Aglive Services; validate movements; map compliance; meet traceability obligations.	Group; service providers; integration partners; regulators; as required by law.
Technical and usage data; site-capture footage and licence-plate data.	Operate, secure and improve the Aglive Services; validate movements and compliance.	Group; service providers; as required by law.
Commercial and payment information.	Process orders and payments; administer your account.	Group; payment and service providers; advisers.
Professional and employment information (and any sensitive information).	Assess your candidacy for employment; process accommodations.	Group; recruitment and service providers; advisers.

We do not discriminate against you for exercising your privacy rights. To exercise a right, contact us as set out in clause 15; we may verify your identity, and an authorised agent may act on your

behalf with appropriate verification. If we deny a request, you may appeal by contacting us, and you may contact your state attorney-general.

END OF PRIVACY POLICY

This Privacy Policy is effective from January 2026. We may update it from time to time, as described in clause 14.