

This Policy details how Bush AgriBusiness (**we, us, our**) collects, uses, and discloses client data when using The Business Analyser® and Herdflow®. Bush AgriBusiness endorses the [National Farmers Federation Farm Data Code](#) and commits to upholding the Code's Farm Data Principles. While this Policy performs some of the functions which are inherent in the protection of personal information, it does not, and is not intended to, address privacy compliance.

1. What data do we collect?

We collect business, financial and production data (**Your Data**) from you about your business (**Your Business**), primarily through the input template(s) you complete for us. Where we are provided access to herd, financial, or other software to obtain Your Data, we will only access and use that data as required for the specific analysis you have asked us to undertake.

2. What is the data used for?

Bush AgriBusiness collects Your Data for limited reasons, namely:

- a. to provide a comprehensive analysis of Your Business, allowing you to understand how it is performing, in its own right and relative to peers, and inform decision making to improve future business performance;
- b. to inform peer comparisons (i.e. within Bush AgriBusiness Producer Business Groups, within region, within enterprise, and across whole industry), (**Group Data**); and
- c. for anonymised aggregation and analysis of Your Data and Group Data by Bush AgriBusiness (**Aggregated Data**), including use in peer comparisons, industry publications (e.g. Australian Beef Report), and project or research work. Before being used in this way, we will remove all information that could identify you or Your Business.

3. Who owns the data?

- a. You own Your Data, and the output of the analysis conducted on Your Data as described in 2a. We will not use or disclose Your Data, other than in the manner described in this Policy, without your express permission.
- b. Group Data is owned by the relevant Bush Agribusiness Producer Business Group and will not be used outside group activities without permission from the individual members of the Group.
- c. We own any Aggregated Data, and any associated analysis, reproduction and publication.

4. What is Aggregated Data?

Aggregated Data is Bush AgriBusiness' analysis and interrogation of aggregated Your Data and Group Data. No individual business data will be disclosed through this analysis, interrogation, and aggregation. When we create Aggregated Data, we remove all information that could identify you or Your Business.

5. How is the data stored and who has access to it?

We use Google Drive for our file storage within Bush AgriBusiness. This has been professionally set up by a Google specialist and has Secure Sockets Layer (**SSL**) encryption protection, and requires two-factor authentication for access. We have a locally developed, proprietary database application hosted securely within Australian data centers. The database, used for the storage and analysis of Your Data, Group Data, and Aggregated Data, is encrypted at rest and in transit, with access strictly controlled and limited to authorized personnel. Only Bush AgriBusiness and the professionals we engage to assist in managing our data, have access to Your Data, Group Data, or Aggregated Data. The confidentiality of Your Data is important to us. Through the robust management of internal processes and systems, we make every effort to protect Your Data and maintain confidentiality.

You may request that we correct, update, or delete Your Data at any time by emailing us, unless there is a sound reason under applicable law to withhold the information or not make the requested changes. You are also entitled to edit and correct Your Data held by us if the information is inaccurate, out of date, incomplete, irrelevant, or misleading.

6. How do you get further information?

For further information on how Your Data is collected, used, or disclosed, please ring one of the team or email admin@bushagri.com.au. Bush AgriBusiness reserves the right to modify this Policy as our business needs require, and we will notify you of such changes where Your Data will be affected.