

Privacy Policy

MyLiveStock.co.nz is a website operated by Allied Farmers Rural Limited. The terms “we”, “us”, and “our” in this privacy policy refer to all the companies in the Allied Farmers Group. We are committed to safeguarding registered members’ personal information. We do not sell, publish or give away any registered members’ contact information or personal details to external parties.

The personal information you provide to us can be used by us:

- in the operation of MyLiveStock.co.nz, such as by listing your livestock, preparing contracts to conclude sales, and enabling agents to contact you to conduct negotiations and conclude contracts. Your personal information may be disclosed to agents, so they can contact you, even if you are not the highest bidder in a tender sale; and
- otherwise in the carrying out of our business. This includes use of the information to facilitate normal business being conducted between you and us, and where disclosure is relevant to one of our companies, for example for the purposes of arranging finance, leasing or other related rural services.

At various times we will contact registered members via electronic or physical communications. This may include newsletters, promotion offers, updates and general communications from any of our companies, when we believe the communications are of value to members. Communications will include instructions on how to be removed from the registered member communication list, if you do not wish to receive such communications. We may also phone, mail or email you from time to time to verify the details you supply us.

We make every effort to keep our records of your personal details up to date. You may check the information we hold by logging into mylivestock.co.nz and viewing your profile under the “My Profile” tab. You may update the information we hold by:

- Updating your details as above; or
- Emailing or phoning us to advise us of change.

Members are encouraged to use email to provide feedback and to contact us with any questions, comments or concerns. Please see our [Terms and Conditions](#) for more information.

We may also disclose your personal information or be required to disclose information under the following circumstances:

- With your consent, or at your request;
- Where required by law. In these circumstances we will use our reasonable endeavours to communicate to you that the disclosure has occurred, unless we are precluded from doing so by law;
- Where permitted by law (such as the reporting of suspected breach of the criminal law to a law enforcement agency; and in an emergency, where we believe on reasonable grounds that the disclosure of your information will assist in the protection of the life or health of some person). We will use our reasonable endeavours to ensure that the exercise of the permission is justifiable.

In all cases, we are committed to disclosing your personal information only as is necessary or relevant in the particular circumstances.

Our policy on retention of your personal information is as follows:

- we do not keep information for longer than is required for the purposes noted above; and
- we destroy information when its purpose has expired, and do so in such a manner that the information is not subsequently capable of being recovered.

On our websites we use "session" cookies*, which are small pieces of information stored on a members computer hard disk when they access one of our websites. This is for member convenience and used so we can remember that members have already logged in and prevent them from doing so more often than needed. It ensures that only members are able to place bids and register stock for sale, identified by a "double opt in" methodology.

* Cookies are widely used on most major Web sites.

If you have any concerns regarding privacy, please [contact us](#).