



PRIVACY STATEMENT

1. INTRODUCTION

- 1.1 The purpose of this Privacy Statement is to outline how Irish Cattle Breeding Federation Society Limited (“**Company**”) deals with personal data you may provide us with while visiting this website. By visiting this website, you are accepting the terms of this Privacy Statement. Any external links to other websites are clearly identifiable as such and the Company is not responsible for the content or the Privacy Statements of such other websites.
- 1.2 If you have any concerns or queries in relation to the Privacy Statement, please send these to us at the following address: Chief Executive, ICBF, Highfield House, Shinagh, Bandon. Co. Cork or email the Company at (query@icbf.com). If you are not prepared to accept the terms of this Privacy Statement, you should not use this website.

2. PERSONAL DATA/PURPOSE

- 2.1 Personal data is data that identifies you or can be used to identify or contact you and includes information such as your name, address, phone, fax, email address, birthday, marital status, occupation etc. You provide most of the information to us when you search the web, participate in a contest or questionnaire or communicate with the Company by post or otherwise. For example, you provide information when you sign-up for HerdPlus[®]. As a result of such actions, you may supply us with information constituting personal data.
- 2.2 Other information that we may collect and analyse includes the IP Address used to connect your computer to the internet, log-in, email address, computer and connection information such as browser type, operating system and platform and other information that you viewed or searched for.
- 2.3 Information we obtain from customers helps us personalise and improve the service provided by the Company. We use the information to deliver services and products, process payments, communicate with you about services, products and promotional offers, to generally maintain and update our records, to improve our website, to prevent or detect abuses of our website and to carry out technical functions in relation to the website. We may, in particular, use the personal data we obtain for the following purposes:-
 - (a) to respond to any queries you submit to us;
 - (b) to seek your views on our website business and our services;

- (c) to provide you with information on ancillary services offered by us or our business partners;
- (d) to send you newsletters or other forms of communication in relation to our services and products;
- (e) to send messages or data to your mobile phone where you have provided us with mobile phone details.

2.4 Personal data is shared with agents or other companies and individuals to perform functions on our behalf such as delivering brochures, mail marketing, analysing data, providing marketing assistance, and processing credit card payments. Such agents have access to the personal data needed to perform their functions.

2.5 We reserve the right to transfer information, including personal data, to third parties in the event of a sale, merger, liquidation, receivership or transfer of all or substantially all of the assets of the Company, provided that the third party agrees to adhere to the terms of the Privacy Statement.

3. DISCLOSURE

3.1 The Company may, from time to time, pass your contact details to carefully vetted businesses that provide products or services which we feel may be of value to your farming business. To choose not to receive messages from such businesses or from ICBF send a blank email to unsubscribe@icbf.com.

3.2 We will disclose your personal data if we believe, in good faith, that we are required to disclose it in order to comply with any applicable law or court order or to protect the rights of the Company or others.

4. SECURITY

4.1 Your personal data is held on our secure servers. We cannot guarantee or warrant the security of any information you transmit to us via the internet. We will, however, take all reasonable steps to protect your personal data.

5. ACCESS

5.1 You have the right to be given a copy of any personal data held by the Company that relates to you. Should you require a copy of such data, you should make a "Subject Access Request" to the following address: Chief Executive, ICBF, Highfield House, Shinagh, Bandon. Co. Cork or email the Company at (query@icbf.com). Any such request may be subject to the prescribed fees.

5.2 You have the right to have your personal data corrected, if inaccurate, or erased, if the Company does not have a legitimate reason for retaining the data. Please direct any communications in this regard to the addresses referred to in paragraph 5.1.

5.3 If you do not wish to receive e-mail or other mail from us, please send a blank e-mail to unsubscribe@icbf.com.

5.4 If you do not wish to receive text messages on your mobile phone from us please text **"STOP"** to 51101.

6. CHANGES TO THE PRIVACY STATEMENT

6.1 As the business of the Company will constantly change, our Privacy Statement may need to be amended. We may email reminders of any such changes to you, unless you have asked us not to contact you, but you should check the website frequently to see any recent changes. Our current Privacy Statement applies to all information that we have about you.

Issue Date: 5th February 2008

Registered Office: Irish Cattle Breeding Federation Society Ltd, Highfield House, Shinagh, Bandon, Co Cork. Registered Dublin, Ireland. Registration Number 4914R, Industrial and Provident Societies Acts, 1893 to 1978.

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