



PRIVACY POLICY

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1. INTRODUCTION

At MEADERS FEEDS LTD, a leading manufacturer of high-quality animal feeds committed to supporting sustainable agriculture and animal health, we value the trust you place in us when sharing your personal information. This Privacy Policy outlines how we collect, use, protect and disclose your data in connection with our operations, website (www.meadersfeeds.com), mobile application, customer interactions, supplier relationships and related services.

2. PURPOSE

The primary purpose of this Privacy Policy is to transparently inform you about how MEADERS FEEDS LTD collects, processes, stores, shares and protects your personal information during our animal feed manufacturing operations. This includes data gathered through our website, mobile applications, sales and procurement activities, customer support, supplier engagements, quality assurance processes, regulatory compliance, and any other interactions with our business.

3. SCOPE

This Privacy Policy applies to all personal data processed by MEADERS FEEDS LTD during its business activities. It covers information collected from or about the following individuals:

- **Customers:** Farmers, livestock owners, distributors, retailers, and agribusinesses purchasing our products.
- **Suppliers and Business Partners:** Providers of raw materials, logistics services, equipment and other vendors in our supply chain.
- **Website, Mobile App Visitors and Online Users:** Individuals accessing our website, mobile app, submitting inquiries, downloading resources or engaging with digital forms.
- **Employees and Contractors:** Current, former and prospective staff involved in manufacturing, quality control, sales, administration or related roles.
- **Regulatory and Compliance Stakeholders:** Government authorities, veterinary inspectors, certification bodies, auditors interacting with us for legal or standard compliance.
- **Other Third Parties:** Visitors to our facilities, event attendees or participants in surveys, promotions or feedback programs.

4. NON-COMPLIANCE

All instances of non-compliance with the defined Information Security Policy and related policies and standards, whether intentional or not, must be identified. The potential risk(s) or consequence(s) to a Business Unit, as a result of non-compliance and breach of the Information Security Policy and related standards and policies must be identified.

Non-compliance with this Policy may result in disciplinary action being taken in terms of the disciplinary codes and procedures applicable to the defined End User, up to and including termination of service and legal or criminal action being taken against the End User and/or any related external parties.

Deviations from the minimum requirements of this Policy must be approved. Any breach may result in disciplinary action being taken against employees and legal or criminal action being taken against related external parties.

Please advise the author of any concerns or discrepancies relating to this document such as:

- Errors
- Omissions
- Ambiguities
- Requests for change
- Suggestions for improvement

5. POLICY

5.1 Information We Collect

- **Personal Information**

We may collect the following personal data when you voluntarily provide it:

- Full Name
- Email Address
- Phone Number
- Company/Farm Name
- Delivery Address
- Payment Information [where & when applicable]
- Account Login Credentials [username, encrypted password]

- **Non-Personal Information**

- Device information [model, OS version]
- IP address
- App usage data [pages viewed, time spent]

- Location data [if location service is enabled for delivery tracking]
- Crash logs and diagnostics
- **Information from Third Parties**
 - Data from analytics providers [google analytics, firebase]
 - Payment processor data* [transaction ids]

5.2 How We Use Your Information

We use collected data to:

- Process and fulfil feed orders
- Provide customer support
- Send order confirmation, delivery updates, and invoices
- Improve App functionality and user experience
- Send promotional offers [with opt-in consent]
- Comply with legal obligations
- Preventing fraud and ensuring App security

5.3 Legal Basis for Processing

- **Contractual necessity:** To fulfil orders and provide
- **Consent:** For marketing communications and location tracking.
- **Legitimate interests:** Analytics, fraud prevention, service improvement.
- **Legal compliance:** Tax reporting, regulatory requirements.

5.4 Data Sharing and Disclosure

We do ****NOT**** sell your personal data. We may share data with:

- **Cloud Service Providers:** Hosting, Storage, Backups
- **Payment processors*:** Secure transaction processing
- **Delivery partners:** Fulfil physical feed deliveries
- **Analytics providers:** Improve App performance
- **Legal authorities:** When required by law

5.5 Data Security

We implement industry-standard security measures:

- Encryption (TSL/SSL) for data in transit
- AES-256 encryption for stored passwords
- Regular security audits
- Access control and employee training

However, no system is 100% secure. We cannot guarantee absolute security.

5.6 Data Retention

We retain personal data only as long as necessary:

- **Order history:** 7 years
- **Account data:** Until account deletion + 90 days
- **Marketing preferences:** Until opt-out

5.7 Your Rights

You have the right to:

- **Access:** Your Personal data
- **Correct:** Inaccurate data
- **Delete:** Your data [right to be forgotten]
- **Restrict:** Processing
- **Object:** To processing
- **Data Portability**
- **Withdraw consent:** for marketing/location

To exercise rights, contact MFL Data Protection Officer

5.8 Children's Privacy

The website or Mobile Application is not intended for users under 16. We do not knowingly collect data from children.

5.9 International Data Transfer

Data may be transferred to and processed in [Seychelles, Rodrigues]. We ensure appropriate safeguards for cross-border transfers.

5.10 Changes to This Policy

We may update this policy. Continued use of The Company website or mobile application after changes constitutes acceptance.

Significant changes will be notified via in-app alert or email.

5.11 Contact US

Data Protection Officer: MR. IBRAHIM OZEER

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