

BayerValue Program Terms and Conditions (the "Terms") (contain certain provisions addressing privacy matters. For convenience we are highlighting certain relevant provisions excerpted from the Terms and numerically modified as required.

1. By registering for the BayerValue Program, the grower authorizes Bayer CropScience or its agents to automatically process entitlements earned by or available to the grower under the BayerValue Program that are processed by Bayer CropScience through the receipt by Bayer CropScience of:
 - a. electronic transactional data from suppliers of the grower and/or Partners; or
 - b. proof of purchases of products by and from the grower and/or Partners that are satisfactory to Bayer CropScience.
2. The grower, by registering for the BayerValue Program, consents to such distributor/retail supplying Bayer CropScience with all such information.
3. Grower consents to Bayer CropScience and its agents collecting, using and disclosing information including personal information to investigate and act on violations of the BayerValue Program and/or Bayer CropScience's intellectual property rights.
4. By registering for the BayerValue Program, the grower consents to Bayer CropScience's and/or its agents' collection, use and disclosure of information including transactional data for purchases of all and any Bayer CropScience products and any associated personal information, for the purposes of:
 - a. the grower's participation in, and Bayer Crop Science's and/or its agents' assessing and processing entitlements under, the BayerValue Program;
 - b. the grower's participation in, and Bayer Crop Science's and/or its agents' assessing and processing entitlements under, other marketing programs that are not part of the BayerValue Program;
 - c. Bayer CropScience better understanding a grower's needs and preferences in order to develop and offer information, services, products and/or services by Bayer CropScience, Bayer Crop Science's agents or Bayer CropScience's authorized distributors/retailers.
5. If the grower does not wish personal information to be used in accordance with section 4b or 4c the grower may specifically advise the Bayer CropScience privacy officer at askus@bayercropscience.ca.
6. Any personal information provided by the grower under the BayerValue Program, will be collected used and disclosed by Bayer CropScience only in accordance with applicable privacy legislation, Bayer CropScience's privacy policies and the stated purposes for which such information was sought. For more information, please contact the Bayer CropScience Privacy Officer at 200, 160 Quarry Park Boulevard SE, Calgary, AB T2C 3G3.
7. Bayer CropScience uses affiliated companies in the United States of America for certain information technology services including the housing of server technology that is a repository for contact information and transactional data of the grower ("Affiliated Services"). For further information on the nature of the Affiliated Services please contact the Bayer CropScience privacy officer using the contact information outlined above.

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