

BayerValue Program Terms and Conditions (the "Terms") contain certain provisions addressing privacy and consent 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 and 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. 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 following required purposes (the "Required Purposes"):
 - a. the grower's participation in, and Bayer Crop Science's and/or its agents' assessing and processing entitlements under, the BayerValue Program;
 - b. investigating and acting on violations of the BayerValue Program and/or Bayer CropScience's intellectual property rights.
3. 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 following other purposes ("Other Purposes"):
 - a. 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;
 - b. Bayer CropScience better understanding a grower's needs and preferences in order to develop and offer information, services and products by Bayer CropScience, Bayer Crop Science's agents or Bayer CropScience's authorized distributors/retailers.
4. Grower consents to Bayer CropScience and its agents communicating with the grower by electronic messages sent in accordance with applicable legislation for commercial activities associated with carrying out the BayerValue Program and any purposes contemplated under the terms and conditions of the BayerValue Program.
5. The Grower's consents associated with the Required Purposes are a requirement of participation in the BayerValue Program and any revocation of such consents shall terminate the Grower's participation in the BayerValue Program and result in immediate forfeiture of any entitlements that would otherwise be due to the grower under the BayerValue Program.
6. If the grower wishes to revoke consents associated with Other Purposes the grower may:
 - a. expressly advise the Bayer CropScience privacy officer at askus@bayercropscience.ca respecting revocation of consent for the collection, use and disclosure of information;
 - b. expressly demonstrate revocation of consent to communications by electronic messages through the mechanisms made available for such revocation by Bayer CropScience in the electronic messages as may be required by applicable legislation.
7. 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 or askus@bayercropscience.ca.
8. Bayer CropScience uses affiliated companies in the United States of America and Germany 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.