

DIRECT SEEDING – PRIVACY POLICY

Your privacy is important to CDG Imports Pty Ltd, trading as Direct Seeding and Harvesting Equipment. We are committed to ensuring the confidentiality and security of your personal information.

This Privacy Policy outlines how we collect, use, disclose and protect your personal information, as required by the *Privacy Act 1988* (Cth) (**Privacy Act**). It also outlines how you can access and change your information, ask a question or make a complaint.

This Privacy Policy does not apply to our handling of personal information relating to our employees. Please contact us if you would like further details in relation to how we handle that type of information.

1 COLLECTING PERSONAL INFORMATION

1.1 WHAT IS PERSONAL INFORMATION?

Personal information is information that identifies you as an individual or from which your identity can be reasonably identified.

The types of personal information we may collect includes your name, address, email, telephone or fax number, date of birth, drivers' licence number and debit or credit card number..

1.2 WHAT IS THE PURPOSE FOR COLLECTING PERSONAL INFORMATION?

We only collect personal information for the purpose of operating and managing our high-quality equipment sales and support business. This may include using your personal information to process sales transactions, to deal with any requests that you may have, notify you of any important changes to our services or to verify your identity.

If we do not collect your personal information, we may not be able to do these things. For example, we may not be able to communicate with you and deal with your enquiries, applications or requests.

1.3 HOW DO WE COLLECT PERSONAL INFORMATION?

There are several ways that we may collect your personal information, which are set out below.

DIRECTLY FROM YOU

If it is reasonable and practical to do so, we will collect your personal information directly from you. We may do this when we meet you in person, such as if we visit you for sales or support purposes, when you receive a quote from us or complete an application form or contract. But we may also collect your personal information directly from you in other ways, including when we have a conversation with you over the telephone or you send an email or letter to us.

INDIRECTLY

From time to time, we may also collect your personal information from third parties, such as our machinery dealers, public sources, introducers or information service providers.

If we receive personal information about you from someone else without having asked for it, we will only continue to hold it if it is personal information that we could have collected from you ourselves, in accordance with this Privacy Policy.

FROM OUR WEBSITE

For all visitors browsing our website, we may use cookies to collect information such as the server your computer is logged on to, your browser type (e.g. Internet Explorer, Chrome or Firefox), the time of visit, pages visited and your IP address. An IP address is a number that is assigned to your computer automatically and required for using the Internet. We may also derive the general geographic area associated with an IP address. We may also use cookies to manage online advertising.

Information collected in this way is not capable of personally identifying you. However, if you would prefer us not to collect anonymous cookie information about you at all, you can delete the cookies and reconfigure the cookie preferences on your internet browser.

2 HOW WE USE AND DISCLOSE YOUR PERSONAL INFORMATION

2.1 USING AND DISCLOSING PERSONAL INFORMATION

We only hold, use and disclose personal information about you for the purposes outlined in section 1.2, or for related purposes which might be reasonably expected, unless we otherwise obtain your consent.

For instance, we may collect, hold, use and disclose your personal information to process your sale transactions, to arrange for support or maintenance of direct seeding equipment we have sold you, for payments of equipment and servicing, to verify your identity and other details, to manage our services (including monitoring, auditing and maintaining accurate records), to manage our relationship with you, to protect our lawful interests and deal with your enquiries and concerns.

To do this, we may disclose your personal information to third parties who:

- provide services which are necessary for us to conduct our business, such as our suppliers, couriers, storage providers, auditing, debt collection, banking, insurance, marketing, technology, professional advisory (legal, accounting, financial and business consulting) and security services;
- are distributors or dealers for our equipment and systems;
- are regulatory bodies, government agencies, police, courts and dispute resolution schemes;
- are your authorised agents, executors, administrators or legal representatives.

We may also hold, use and disclose your personal information in connection with suspected fraud, misconduct and unlawful activity, and as part of a restructure of our business.

2.2 DIRECT MARKETING

From time to time, we may use the personal information collected from you for direct marketing purposes, such as targeted advertising or special offers. We may contact you by telephone, mail, email and other means for these purposes.

If we do contact you in this way, it will only be in relation to matters that would reasonably be expected. And we will ensure that our marketing activities comply with applicable law.

If you no longer wish to receive any direct marketing communication from us, please follow the instructions for unsubscribing or contact us as set out in section 5 below.

3 KEEPING PERSONAL INFORMATION SECURE

Before disclosing personal information to a customer or contractor, we confirm the identity of that person to prevent misuse or unlawful disclosure of the information. We also take measures to ensure the physical security of personal information at our premises.

When records containing personal information are no longer required for our business or by law, we delete the information or permanently de-identify it.

4 ACCESS AND CORRECTION OF PERSONAL INFORMATION

4.1 ACCESS

You are entitled under the Privacy Act to access the personal information we hold about you and (provided that it is reasonable and practicable) to do so in a manner that you request. You can make a request by letter or telephone if you prefer.

After we verify your identity, we will provide you access within 30 days if it is reasonable and practicable to do so, but in some circumstances it may take longer.

In some cases, we may not provide you with access to your personal information. For example, we do not have to provide you with access if it would be illegal to do so, if it would have an unreasonable effect on the privacy of others or the request is frivolous or vexatious. If access is refused, we will give you a notice explaining our decision to the extent practicable and your options to make a complaint.

We do not usually charge for providing access to personal information. However, if the request is complex, we may charge you the cost of providing the access, such as staff costs of locating and collating information or copying costs.

4.2 CORRECTION

We take reasonable steps to ensure that all personal information we hold is as accurate as possible.

If you feel that the personal information we hold for you is incorrect, you are able to contact us at any time to request that we correct that information.

We will normally try to resolve correction requests within 30 days of you making a request. If we need more time to resolve your request we will notify you in writing as to the delay and seek your agreement to a longer period.

There will be no cost to you if we correct your personal information held by us.

5 COMPLAINTS

If you believe that we have not complied with our obligations relating to your personal information, please contact us as follows:

By phone:

Call Ian Broughton between 8:00 am and 5:00 pm Monday to Friday

By mail:

Mail your written complaint to:

Privacy Officer
Direct Seeding & Harvesting Equipment
Box 7118
LOWER KING WA 6330

By email:

Send an email at any time to directseeding.accounts@westnet.com.au

You will receive acknowledgement of the receipt of your complaint as soon as practicable. If you feel we have not properly dealt with a complaint, you may contact the Office of the Australian Information Commissioner at enquiries@oaic.gov.au or on 1300 363 992 or the Office of the Western Australian Information Commissioner at info@foi.wa.gov.au or on (08) 6551 7888.

6 UPDATES

We may review and amend this Privacy Policy from time to time to address changes to laws and to reflect our current operations and practices. You can obtain the current version on request or from our website at www.directseeding.com.au

Last updated: June 2014