

## PRIVACY POLICY

### PRIVACY POLICY of CDG Imports Pty Ltd Trading as Direct Seeding and Harvesting Equipment

Updated 18<sup>th</sup> July 2024

This Privacy Policy applies to all Direct Seeding and Harvesting Equipment entities.

At Direct Seeding and as a small business, we recognise the importance of your privacy. We are committed to protecting personal information about you which we hold. This privacy policy describes how we manage your personal information and safeguard your privacy. We welcome your comments and feedback regarding these policies, and invite you to forward all correspondence to:

The Company Secretary  
Direct Seeding and Harvesting Equipment  
PO Box 7118  
King River WA 6330  
(email to: [admin@directseeding.com.au](mailto:admin@directseeding.com.au))

#### 1. Australian Privacy Principles

We are bound by the Australian Privacy Principles ("APPs") and will comply with them to the extent required by the Privacy Act (1988)

#### 2. Collecting personal information about you

Effective management of personal information (information that identifies an individual or could identify that individual) is of vital importance to Direct Seeding.

Personal information is defined in the Glossary to the Freedom of Information Act 1992 as: "information or an opinion, whether true or not, and whether recorded in a material form or not, about an individual, whether living or dead -

- (a) whose identity is apparent or can reasonably be ascertained from the information or opinion; or
- (b) who can be identified by reference to an identification number or other identifying particular such as a fingerprint, retina print or body sample."

The kind of personal information we collect and hold about you will depend upon the type of product and/or services you request from us. However, it may include:

- information you give us when you request a product or service from us. This information may include, for example, your name, address, and contact details. In the case of sole traders and office holders, it may also include date of birth, address, and drivers licence/heavy vehicle licence information.
- contact information you provide as part of warranty registration.
- financial information about you such as your financial position and information obtained from credit reporting bureaus (but only if you have authorised us to carry out those checks)
- communications between us and you; and
- transactional information about your use of a product we have provided to you
- Email addresses and phone numbers
- Written and/or digital communications

CDG Imports Pty Ltd Trading as Direct Seeding and Harvesting Equipment

**Email:** [accounts@directseeding.com.au](mailto:accounts@directseeding.com.au)  
**Address:** 978 Chester Pass Road, Albany WA 6330  
**Post:** Box 7118, Lower King WA 6330  
**Phone:** 08 9844 3555  
**ABN:** 66 092 688 885  
**ACN:** 092 688 885



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Personal information that is received by us is afforded appropriate privacy protection, even when we have not solicited the personal information.

We do not knowingly collect personal information about persons in vulnerable segments of the community (such as children or disability).

This personal information is stored electronically, in computer systems, and some manual records locked in safe storage. Any personal information or documents are disposed of following the WA State Records Office Guidelines for records management.

### 3. Our use of cookies

When you visit our website, our server may store a small data file known as a "cookie" [for] your hard drive. Cookies are pieces of information that may be transferred to your computer's hard disk when you visit a website for record keeping purposes. Most web browsers accept cookies. However, if you do not wish to receive any cookies you may set your web browser to refuse cookies. Whilst the website uses cookies to provide us with aggregate (anonymous) information on how people use our website and to help us with website development. We rarely access this information. We do not link this information back to other information that you have provided to us.

As most websites do, we sometimes track usage patterns on the website on an anonymous aggregate basis. Your identity cannot reasonably be ascertained from this information. Each time you visit our website, a web server may make a record of your visit specifically, it records your:

- internet provider (IP) address;
- date and time of your visit;
- pages accessed.

### 4. Using and disclosing your personal information

The purposes for which we collect and hold personal information and how we use it.

We respect your privacy. We do not sell your personal information to additional parties. Any personal information which you disclose from filling in on our forms, will generally be used by us to contact you about our products and services, to review what products and services would suit your situation best, or for billing and accounting purposes. We may seek your permission to share your contact details or personal information with another service at your request (for example contracting, freight delivery). In this instance, it would be to provide you with information about a client, partner or third party in the area who offers or distributes our products and/or services.

Some personal information may be used to facilitate:

- the registration of your interests in machinery or contracting services (where appropriate)
- the delivery of marketing information, bulletins, literature, and promotional information and offerings
- the recording and registration of products you have purchased, for warranty purposes
- an application for finance from a finance provider or bank, for whom we act as a referral partner/introducer
- on-going provision of service and support



## Direct marketing

Personal information may be used to facilitate the delivery (by post, electronic messaging, or email) of marketing and promotional information of products and services offerings. To opt out from receiving such information, you can notify us by accessing the "contact us" section of our website or unsubscribe from direct marketing emails. Personal information may be used to make direct contact with you for testimonials, reviews or other marketing material requests.

## Disclosure to overseas recipients

The only time we may disclose personal information to overseas recipients located in USA or Canada would be for the purpose of lodgement of machine warranty registration against the overseas manufacturer, when applicable.

## **5. Access to personal information**

In most cases, you can gain access to personal information that we hold about you. We will handle requests for access to your personal information in accordance with the Australian Privacy Principles.

We will deal with all requests for access to personal information as quickly as possible. Requests for a large amount of information, or information which is not currently in use, may require further time before a response can be given. In some cases, consistent with the Australian Privacy Principles, we may refuse to give you access to personal information we hold about you. This includes circumstances where giving you access:

- would have an unreasonable impact on other people's privacy;
- would prejudice negotiations we are having with you;
- would prejudice an investigation of unlawful activity; or
- would prejudice activities carried out by, or for, a law enforcement agency.

On the occasion access is refused, we will provide you with reasons for our refusal. Generally, if you request us to do so, we will amend any personal information about you held by us which is inaccurate, incomplete or out of date. If we disagree with you about the accuracy, completeness or currency of a record of your personal information held by us, we will take reasonable steps to associate with that record a statement to the effect that you claim this to be the case, if you request us to do so.

## **What to do if you would like more information about how we manage your personal information or wish to communicate concerns about a breach of your privacy.**

You can get more information about the way we manage personal information about you which we hold by contacting us through our website, or by writing to us at the email or address set out below.

If you are concerned that we may have breached your privacy, in terms of the Australian Privacy Principles, and wish to make a complaint or seek correction of personal information we hold, please contact us through email or by writing to the following address:

The Company Secretary  
Direct Seeding and Harvesting Equipment  
PO Box 7118  
King River WA 6330  
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