

Specialised Force – Privacy Policy

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About This Policy

Version 1.0, February 2016

Specialised Force recognises the importance of protecting your privacy. We understand that you are concerned about the security of your personal information and we are committed to protecting all personal information that we hold.

In accordance with the Australian Privacy Principles (APPs) as set out in the *Privacy Act 1988 (Cth)*, this Privacy Policy outlines how Specialised Force manages and protects personal information and the controls that you have over our use of your personal information. Much of the personal information held by Specialised Force is collected and used with the purpose of providing you with great customer service by continuing to meet and exceed customer expectations and needs about our products and services.

Specialised Force's employees and prospective employees should also refer to our Human Resources Privacy Policy.

Updates will be published on our website.

Collection of your personal information

At all times we try to collect the information we need for the particular function or activity we are carrying out. The information that we collect which may be considered private or personal, is necessary for Specialised Force to carry on business and provide its goods and services to you.

The kinds of personal information that Specialised Force collects and holds include:

- Name;
- Contact details;
- Employer details;
- Employment position;
- Shareholding and Officer appointments;
- Information about credit history (for credit customers).

We collect your personal information directly from you, indirectly from other sources, via our company website and when you subscribe to our email Mailing List.

Anonymity

Where possible, we will provide you with the opportunity to use a pseudonym or interact with us anonymously.

However, for most of our dealings with you we will usually require your name and contact information and any other information that may be required to properly meet your needs. If you are unable to provide us with this information, it may mean that we are not able to assist you with your enquiry or do business with you.

Direct Collection from you

The main way we collect your personal information is directly from you, for example, we collect personal information such as contact details and associated correspondence and information when you:

- Contact us by phone, facsimile, email, post, via our website or by visiting us in person;
- Subscribe to our email Mailing List on our website;
- Place an order to purchase a product;
- Apply to become an account holder or access your existing account.

We may also collect information from you after we contact you in response to a query from you or after being referred to you and / or your business by one of our business partners or customers.

We engage third parties to obtain and provide Specialised Force with information that is used for the purpose of credit approval. Some of this information includes personal information such as identifying the office holders and shareholding details of the entity that we are in contact with. Specialised Force only maintains a copy of this information if it is necessary.

Indirect Collection from other sources

In the course of handling and resolving a complaint and in performing our normal business activities, we may collect personal information (including sensitive information) about you indirectly from publicly available sources or from third parties such as:

- Your authorised representative, if you have one

- those we engage to perform credit history checks on our behalf;
- Trade show directories;
- Yellow pages; and
- Competitor websites.

We also collect personal information from publicly available sources to enable us to contact suppliers or wholesalers who may be interested in doing business with us.

Collecting through our Website

Specialised Force has its own public website – www.specialisedforce.com.au and this website enables you to make a general enquiry, contact each of our branches directly and also subscribe to be a part of our electronic mailing list.

After contacting us via our website, we collect your email address and other contact details as required. We may use your email address to respond to your feedback and other enquiries that you have and store this information on servers located in Australia. We may also use your email address to contact you via our electronic mailing list. If you do not wish to be included in our electronic mailing list, you can opt out by following the prompts on the electronic mail.

Analytic, session and cookie tools

Specialised Force also uses a range of tools that have been provided by third parties - such as Bing, Yahoo and Google - in order to collect or view website traffic information. All of these third parties have their own privacy policies which can be viewed from their official websites. Other tools used by us to improve your experience with us are cookies and session tools.

The information that we obtain from these tools is used to secure, maintain and improve our website. This is to enhance your user experience. Information collected by these tools may include the IP address of the electronic device that you are using; information about sites that you have come from; the pages that your device has accessed on our site; and the next site visited. There are ways to opt-out of analytic software and you can investigate these from any search engine website. You can also visit the Networking Advertising Initiative opt-out page: www.networkadvertising.org

Social Networking Sites

We use social networking sites such as Facebook, LinkedIn and YouTube to communicate with the public about our goods and services. Each of these social networking services will also handle your information for their own purposes and they have their own privacy policies that set out how do this.

We may collect your personal information when you communicate with us by using these services but we only use that information to help us communicate with you and the public.

Email Lists

When you submit an enquiry on our website or you subscribe to our email Mailing list, we collect your contact information. We use this information to communicate with you about our new products, offerings, features, technical information, news and updates of specific relevance to your industry.

Use of information collected and disclosure of personal information to others

We collect, hold and use personal information in order to:

- Provide you with superior customer service;
- respond to your enquiries as and when required;
- offer and provide our goods and services to you;
- provide you with updates to our products and warranties;
- perform credit history checks;
- verify credit transactions and maintain appropriate legal and accounting records;
- monitor and improve the use of and satisfaction that you have with our goods and services; and
- let you know about industry developments, our expertise and other goods and services offered by us that may be of interest to you.

We sometimes disclose your personal information in order to:

- carry out the day to day functions of our business;
- ensure compliance with relevant laws and regulations; and
- use services in support of our business.

The situations in which we are permitted to use or disclose your personal information include when:

- you have given your consent for the use or disclosure;
- it is unreasonable or impracticable to obtain your consent to collect, use or disclose the personal information;
- we believe that such use or disclosure is necessary to minimise or prevent a serious or immediate threat to the health or safety of an individual or the public;
- we suspect that unlawful activity or serious misconduct has been, is being or may be engaged in and such use or disclosure is necessary in order to properly investigate or report the matter to the relevant authorities;
- such use or disclosure is required or authorised by law, for example to comply with a subpoena, a warrant or other order of a court or legal process;
- where we believe that the collection use or disclosure is reasonably necessary to establish, exercise or defend a legal or equitable claim or for the purposes of a confidential alternative dispute resolution process.

Direct Marketing

In order to promote the goods and services that we can provide to you in furtherance of our functions and business activities, Specialised Force may use personal information that you have provided to us for the purpose of direct marketing.

Direct marketing includes but is not limited to sending to you and/or contacting you in relation to promotions and information about Specialised Force's products and services. You can opt-out of receiving direct marketing communications by sending an email to the Specialised Force Privacy Offer at marketing@specialisedforce.com.au or using the opt out link or details provided in every direct marketing communication.

Specialised Force may engage in "remarketing". "Remarketing" is the practice of displaying advertisements created by us on popular sites after you have visited our website. This service is available through the access of your cookies which are stored on your machine after you visit a website.

Quality of Personal Information

The quality of personal information held by us is reviewed before we disclose or use that information. As a further quality assurance measure, we also attend to the below steps to ensure that the personal information we collect is up to date, accurate and complete:

- we regularly review and check the accuracy of contact lists;
- promptly update our existing records with any newly obtained personal information;
- take steps to ensure that Information is recorded and collected in a consistent manner;
- when necessary, we take steps to confirm the accuracy of information collected from a third party or from a public source;

Storage and security of personal information

Specialised Force is committed to ensuring that all of your personal information is stored securely. Specialised Force has put in place stringent security measures with the aim of keeping your personal information and protecting it from misuse, interference, loss, unauthorised access, modification or disclosure.

All personal information held by us is filed securely and all personal information held electronically, is kept on secure servers in a controlled facility.

Your personal information is protected from internal and external threats by:

- conducting regular risk assessments to determine any likelihood of misuse, interference, loss and unauthorised access modification or disclosure of personal information;
- implementing steps to remedy those risks, for example, we keep a record of all changes to personal information and the source and reason for making those changes. We also take steps to ensure that limited staff have access to your personal information and only when such access is required.
- compliance with these measures are checked through regular audits.

When personal information is no longer needed or its content is outdated, it is de-identified or destroyed in a secure manner.

Accessing and correcting your personal information

Australian Privacy Principles 12 and 13 – under the Privacy Act – set out your rights to ask for access to the personal information we hold about you and ask that, when required, we correct that personal information.

If you require access or seek a correction to your personal information, simply contact our Privacy Officer (refer below details). If asked, we must give you access to your personal information and, unless there is a law that allows or requires us not to, we must take reasonable steps to correct that information if we consider it to be incorrect.

Privacy Officer:

Address: 131 Woids Avenue, Carlton NSW 2218
Phone number: (02) 9547 1844
Email address: accounts@specialisedforce.com.au

Our Privacy Officer will respond to your request within 30 days of receiving your request.

Before we give you access to your personal information or correct it, we will require that you verify your identify. If we refuse to correct or give you access to your personal information, we must notify you in writing explaining the reasons why.

If the situation arises where we have made a correction to your information and, prior to the correction, we disclosed the incorrect information to others, you can ask us to notify these parties of the correction. We are obliged to do this unless there is a valid reason not to.

In the event that we refuse to correct your personal information, you can ask that we include (via link or attachment) a statement with your personal information that you believe the information is incorrect and the reason why you believe it to be incorrect.

How to make a complaint

Any complaint that you may have regarding our handling of your personal information, should be done in writing. We are happy for you to contact us if you need assistance making a complaint.

We will firstly determine what (if any) action should be taken to resolve the complaint and you will be notified of the outcome as soon as practicable. If you are not satisfied with the outcome of our decision or our response, you may ask for a more senior officer within Specialised Force to review the decision or you can complain to the Office of the Australian Information Commissioner – details for OAIC are set out below.

Office of the Australian Information Commissioner

Website: www.oaic.gov.au

Phone: 1300 363 992.

Changes to our Privacy Policy

Any changes made by Specialised Force to its Privacy Policy will be updated on this Specialised Force Privacy Policy page to ensure that users are always aware of what information is collected, how it is used and the way in which Specialised Force may disclose your information. We therefore suggest that you regularly visit this page to ensure that you are kept up to date with any changes.

Contacting us

Please contact our Privacy Officer for any further information you may require. Our Privacy Officer can be reached at: accounts@specialisedforce.com.au

If you would like to find out more about Privacy Legislation or the Australian Privacy Principles, we suggest that you visit the website of the Australian Information Commissioner at www.oaic.gov.au.

Acceptance

You agree that your use of this site evidences your acceptance of this Privacy Policy and the Terms of Use.