

## PURPOSE AND SCOPE

Alliance Safety Equipment is committed to ensuring the privacy of our customers, partners and suppliers. This Privacy Policy outlines general information as to how Alliance collects, uses and maintains the security of any information, both personal and non-personal, that is collected in the course of conducting our business.

Personal Information is information that identifies an individual or individuals. Non-personal information is all other information that is not personal in nature.

## INFORMING DOCUMENTS

*Privacy Act 1988*

Australian Privacy Principles

## POLICY STATEMENT

Alliance Safety Equipment is committed to providing quality services to customers and this policy outlines our ongoing obligations to customers, partners and suppliers in respect of how we manage their Personal Information.

Alliance Safety Equipment has adopted the Australian Privacy Principles (APPs) contained in the *Privacy Act 1988* (Cth) (The Privacy Act). The APP's govern the way in which we collect, use, disclose, store, secure and dispose of Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>

This Privacy Policy is available on the ASE website at [www.alliancesafety.com.au](http://www.alliancesafety.com.au) or you can request a copy by contacting our team on (07)4725 4448.

## WHAT IS PERSONAL INFORMATION AND WHY DO WE COLLECT IT?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect includes:

- Name, address, telephone numbers and other contact details
- Associated Company names, positions, occupations and other business details
- Electronic addresses
- Bank account details
- Credit card details and other credit information
- Transaction details relating to your use of our products, services

This personal information is obtained in many ways including: in store attendance, interviews, correspondence, telephone, by email, credit account applications, via our website, from a customer's website, functions or events, surveys or feedback, from media and publications and from other publicly available sources.

The main purposes that we collect, hold, use and dispose of personal information include:

- Opening, maintaining and closing accounts
- Credit control
- Processing transactions
- Answering an enquiry that you make
- Security of our stores, goods, customers and staff
- Promoting our products and services
- Performing research and statistical analysis, including for customer satisfaction and service improvement purposes
- Tailoring existing or new products, services or offers
- Recruiting staff and contractors
- General administration

Customers may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to the customer why we are collecting the information and how we plan to use it.

## SENSITIVE INFORMATION

Sensitive information is defined in the Privacy Act to include information about opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With customer consent; or where required or authorised by law

## THIRD PARTIES

Where reasonable and practicable to do so, we will collect customer Personal Information only from the customer. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that the customer is made aware of the information provided to us by the third party.

## DISCLOSURE OF PERSONAL INFORMATION

Customer Personal Information may be disclosed in a number of circumstances including the following:

- Third parties where the customer consents to the use or disclosure; and
- Where required or authorised by law

Where this occurs, Alliance Staff will ensure the following:

- There is appropriate written documentation and/or evidence to support the decision to release the information
- It is documented who to and when the information was released
- Signed authority from the Director, Accounts Manager or Business Manager to release the information

## SECURITY OF PERSONAL INFORMATION

Customer Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorised access, modification or disclosure.

When customer Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify customer Personal Information. However, most of the Personal Information is or will be stored in customer files which will be kept by us for a minimum of seven (7) years.

## ACCESS TO CUSTOMER PERSONAL INFORMATION

Customers may access the Personal Information we hold about them and update it and/or correct it, subject to certain exceptions. If a customer wishes to access their Personal Information, the request must be made in writing. This request is to be directed to the Business Manager.

In order to protect customer Personal Information, we may require identification to be required from the customer before releasing the requested information.

## MAINTAINING THE QUALITY OF CUSTOMER PERSONAL INFORMATION

It is important to us that customer Personal Information is up to date. We will take reasonable steps to make sure that customer Personal Information is accurate, complete and up to date. If customers or Alliance staff find that the information we have is not up to date or is inaccurate, please contact the customer as soon as practicable so we can update our records and ensure we can continue to provide quality services to the customer.

## PRIVACY POLICY COMPLAINTS AND ENQUIRIES

Enquiries or complaints about our collection, use or disclosure of personal information under this policy should be directed to:

Business Manager  
Alliance Safety Equipment Pty Ltd  
49 Charters Towers Road  
Hyde Park QLD 4812  
Phone: (07) 4725 4448  
Email: [marsha@alliancesafety.com.au](mailto:marsha@alliancesafety.com.au)