



PRIVACY POLICY

1. INTRODUCTION

Pacific Hire Wangaratta Pty Ltd ABN: 15 118 155 785 (**Pacific Hire**) value the privacy of individuals and is committed to safeguarding personal information it receives in connection with its day-to-day business activities.

To achieve this commitment to privacy, Pacific Hire will comply with the *Privacy Act 1988* (Commonwealth) and its amendments (the **Privacy Act**), and the Australian Privacy Principles (**APPs**) set out in the Privacy Act. You can see the full text of the APPs online at the Office of the Australian Information Commissioner's website at: <https://www.oaic.gov.au/privacy-law/privacy-act/>

The Privacy Act also includes a data breach notification regime, which requires us to address data breaches involving personal information held by us.

We strongly encourage you to read this document, so that you understand and are comfortable with how we handle your personal information. If you have any questions about this document, or about Pacific Hire's handling of your personal information, please contact us using the relevant contact details set out in section 12.

2. ABOUT THIS PRIVACY POLICY

This document sets out our policies for managing your personal information and is referred to as our **Privacy Policy**.

In this Privacy Policy, "we", "us" and "our" refers to Pacific Hire and "you" and "your" refers to any individual about whom we collect personal information.

This Privacy Policy outlines how Pacific Hire collects, uses and manages personal information about an individual (including personal information we collect, and personal information submitted to us, whether offline or online) and how an individual can make inquiries or complaints about our compliance with the APPs and about any personal information that we hold on file about them.

Other terms and conditions may apply to you such as the collection notices and privacy statements which may be provided to you at the time your personal information is collected.

This policy was last updated in 1st July 2024.

3. WHAT IS PERSONAL INFORMATION?

“Personal information” is defined by the Privacy Act as *“information or an opinion about an identified individual, or an individual who is reasonably identifiable:*

- (a) whether the information or opinion is true or not; and*
- (b) whether the information or opinion is recorded in a material form or not.”*

In this Privacy Policy, whenever we use the term “personal information”, we are referring to this legal definition.

Personal information does not include aggregated or de-identified data.

4. WHAT INFORMATION DO WE COLLECT ABOUT YOU AND HOW DO WE COLLECT THIS INFORMATION?

Normally we collect your personal information from you directly when hiring from Pacific Hire (as applicable), however on occasion, we may also collect personal information about you from other people and organisations (Credit History companies, other hire companies).

In summary, we may collect your personal information when you:

- make a transaction or complete purchase orders for our products (in person or electronically), we will collect the details of your transaction and any associated personal information, such as your full name, date of birth, contact details (including phone numbers, email address, personal address and business address) and drivers licence details;
- when you make a payment, we will collect your full credit card details;
- transact online with us, we will collect your name, contact details and business address;
- communicate with us during competitions, marketing, special events and promotional activities, we will collect the information you provide when submitting your entry or request;
- interact with us in person, via our online contact form, by post or via social media, such as when you contact us to make an enquiry or give us feedback, we may collect your name, contact details, details of your enquiry or feedback and information about our response;
- become a partner or supplier of ours, we will collect your name, contact details and details of what you supply through your business; or
- apply for a position with us (including for work experience), we will collect the information you include in your job application, including your cover letter, resume, contact details, work history, information about your education and qualifications, details about your referees and your emergency contact details.

We may also collect personal information from government bodies, credit reporting agencies, and enforcement and regulatory authorities.

In some cases you may provide us with personal information which relates to another person (for example, an emergency contact or a job referee). If you do so, you agree that you have received permission from these individuals for us to collect, use, and share, their personal information in accordance with this Privacy Policy. You should also let them know about our Privacy Policy (including the information in this Privacy Policy).

5. CAN YOU DEAL WITH US WITHOUT PROVIDING YOUR NAME?

Some of the time, you will have the option of not providing your name, or using a fake name, when you deal with us (where it is lawful and practicable). This includes for example, when you make a general enquiry.

In some circumstances however, we may need your real name as it may not be practicable for us to deal with you anonymously or pseudonymously on an ongoing basis. For example, this includes when verifying you for a credit application, hiring equipment or applying for a job with us. This means that if we do not collect your personal information, we may not be able to provide you with the services you have asked for, or accept your job application.

6. WHY DO WE COLLECT PERSONAL INFORMATION?

We collect personal information that is reasonably necessary to conduct our business activities. Generally, personal information will be used for dealing with: your contractual obligations to us, your requests and enquiries or our sales and marketing activities.

We may collect and hold personal information so that we can:

- identify you and conduct appropriate checks, including credit checks;
- understand your requirements and provide you with a product or service;
- set up, administer and manage our products, services and systems, including the management and administration of an account;
- assess, investigate and process any instances of loss, theft or damage arising out of the use or hire of our hire equipment;
- recruit, manage, train and develop our employees and representatives in line with this policy;
- manage complaints and disputes, and to report to dispute resolution bodies; and
- get a better understanding of you, your needs and how you interact with us, so we can engage in product and service research, development and business strategy including managing the delivery of our services through the ways that we communicate with you.

Personal information collected will differ depending on the purpose of hire requirements.

By sending emails, you will be providing us with certain personal information which may include your name and contact details. This information is collected by us for the purpose of dealing with your request. We may not be able to deal with your request without collecting this information from you.

When it is reasonable or practicable to do so, we will collect your personal information directly from you. For example, we may collect personal information from you in the following ways:

- when you provide us with personal information by phone, text or email;
- when you access our website;
- when you complete a form; and
- during conversations between you and our staff members or representatives.

We may collect credit information about you from a third party such as a credit reporting in accordance with our Credit Reporting Privacy Policy.

Where we collect personal information about you, we will take reasonable steps to provide you with certain details about that collection (such as the purpose for which we are collecting the information and the type of third parties to which it is usually disclosed). We will generally include this information in a collection notice if requested.

7. HOW WILL WE USE AND DISCLOSE PERSONAL INFORMATION?

Pacific Hire will generally use, collect, hold or disclose personal information about you for the purpose it was collected, including the following:

- to provide you with products and services and to send communications requested by you;
- to promote our products and services to you;
- to obtain credit history information about customers and potential customers;
- to tailor our communications to you;
- to send information about future events, promotions, regular email communications or newsletters (both electronic and hardcopy) outlining news, services, products or events;
- to conduct business processing functions;
- to manage and improve our operations and business;
- for our internal administrative, marketing and planning requirements;
- to compile and report statistics using de-identified information; and
- for purposes that are expressly permitted under any agreement with you.

We may disclose your personal information to:

- our employees, related bodies corporate, contractors or service providers for the purposes of: operating of our website; conducting our business activities; fulfilling requests by you; or to provide products and services to you;
- suppliers and third parties with whom we have commercial relationships, for business, marketing and related purposes. These may include our IT service providers and third-party storage providers, marketing and communications agencies, data analysis organisations and professional advisors and consultants (such as legal, insurance and financial advisors);
- other organisations for authorised purposes with your consent;
- to debt collectors and credit reporting agencies when payments are overdue;
- regulatory bodies, government agencies and law enforcement bodies to comply with our legislative or regulatory obligations (such as to assist with police investigations).

Pacific Hire may share personal information with related companies or with contractors performing services for us. In these instances, we will use reasonable endeavours to ensure that these organisations are required to comply with the APPs.

We may also share your information with other third parties:

- for the reasons for which we collect, store and use that information (see above in sections 6 and 9);
- for other purposes explained at the time we collect your personal information; or
- where we are otherwise allowed or required to do so under law.

We may use personal information for direct marketing or to advise an individual about new services and marketing initiatives that may be of interest to them.

These communications may be sent in various forms, such as mail, SMS, email, and social media in accordance with applicable laws. By submitting your personal information to us, you consent to us using your personal information for direct marketing purposes. Any direct marketing material will include a notice allowing you to nominate if you do not wish to receive further direct marketing communications. You can also opt-out of receiving marketing communications from us by contacting us at our email noted below or using an unsubscribe facility that is included in commercial electronic messages (such as emails and SMSs).

8. INFORMATION COLLECTED VIA OUR WEBSITE

To ensure we are meeting the needs and requirements of our website users, and to secure and develop our online services, we may collect information by various means including via system log files and cookies.

Site visit information

For example, we record your server address, the date and time of your visit, the pages you visited, any documents you downloaded, the previous site you visited and the type of device, browser and operating system you used.

We use and disclose this information in anonymous, aggregated form only, for purposes including statistical analysis and to assist us to improve the functionality and usability of our website. You are not individually identified; however we reserve the right to use or disclose this information to try to locate an individual where we reasonably believe that the individual may have engaged in any unlawful or inappropriate activity in connection with our website, or where we are otherwise required or authorised by law to do so.

Cookies

Cookies are unique identification numbers that are placed on the browser of our website users. The cookies do not in themselves identify users personally, they are linked back to a database record about them.

When a user visits our website a cookie may be placed on their machine. Where a user has visited us before, the cookie may be read each time they re-visit the site. We do not use this technology to access any other personal information of a user in our records and a user cannot be personally identified from a cookie.

We may use cookies to track use of our website, and to compile statistics on visits to the site in an aggregated form. We may use log files to review the security and performance of our websites. Cookies and log files may contain information such as:

- the username you have used to access a secure area of our website which requires authentication by you;
- the IP address of a user's server;
- a user's top-level domain (such as .com or .au)
- the date and time of a user's visit;
- the pages a user accessed and downloaded;
- the search engine a user used;
- the type of browser that was used.

Most internet browsers are set to accept cookies. If you prefer not to receive them, you can adjust your internet browser to reject cookies, or to notify you when they are being used. There are also software products available that can manage cookies for you. Rejecting cookies can, however, limit the functionality of our website.

9. HOW DOES PACIFIC HIRE STORE AND MANAGE YOUR DATA?

The internet is an insecure medium, and users should be aware that there are inherent risks transmitting information across the internet. Unencrypted information submitted via email or web forms may be at risk of being intercepted, read or modified.

From time to time, personal information may be held on or within systems internal and external to Pacific Hire including public and private clouds and we will take reasonable steps to protect the personal information we hold from misuse and loss, interference and from unauthorised access, modification or disclosure. Pacific Hire may also store your data in hard copy.

Pacific Hire will securely de-identify or dispose of personal information when we have no further need to use it, or when we are required by law to do so.

10. DATA QUALITY AND SECURITY

Security

The steps we take to secure the personal information we hold include website protection measures (such as firewalls and anti-virus software), security restrictions on access to our computer systems (such as login and password protection), controlled access to our premises, policies on document storage and security, personnel security (including restricting access to personal information on our systems to staff who need that access to carry out their duties), staff training and workplace policies.

Website security

While we strive to protect the personal information and privacy of users of our website, we cannot guarantee the security of any information that you disclose online, and you disclose that information at your own risk. If you are concerned about sending your information over the internet, you can contact us by email or post set out below.

IP address

An IP (internet protocol) address is a number that is automatically assigned to your computer by your internet service provider when you log on. Your IP address is not linked to your personal information, but we do preserve the right to use IP addresses to identify individuals who may threaten our site, services or clients. IP addresses may also be used to help diagnose problems with our website and to gather broad demographic information.

Third party websites

Links to third party websites that are not operated or controlled by us are provided for your convenience. We are not responsible for the privacy or security practices of those websites, which are not covered by this Privacy Policy. Third party websites should have their own privacy and security policies, which we encourage you to read before supplying any personal information to them.

Transborder data flows

We do not currently disclose personal information to third parties located overseas. If this changes in the future, we will comply with the requirements of the Privacy Act that apply to cross border disclosures of personal information and this Privacy Policy will be amended accordingly.

11. EMAIL SECURITY

Any emails you send may be automatically examined and filtered for unacceptable content which may result in your email or attachments being held for review. Our IT administrators may have access to your emails to authorise the content for security purposes only and not thereafter.

12. HOW CAN I ACCESS AND CORRECT INFORMATION?

We take reasonable steps to:

- make sure that the personal information that we collect, use and disclose is accurate, complete and up to date.
- protect the personal information that we hold from misuse and loss and from unauthorised access, modification or disclosure; and
- destroy or permanently de-identify personal information that is no longer needed for any purpose permitted by applicable information protection principles.

You can help us keep your information up to date by letting us know about any changes to your details, such as your address, email address or phone number.

You may also request access to personal information that we hold about you. We will provide you with access to personal information in accordance with the Act and APPs and we may not grant you access to the personal information that we hold where the APPs allow us to do so. If you are refused access to information, we will provide you with reasons for the refusal.

Pacific Hire will take reasonable steps to make sure that the personal information we collect, use or disclose is accurate, complete and up to date. If you believe that the personal information we hold about you is inaccurate or out of date, please let us know and request us to amend it. We will consider your request, and if we are satisfied with your request, we will take reasonable steps to correct the information. If we do not agree that there are grounds for amendments, then we will follow the procedures set out in the APPs.

All requests for access to personal information must be made in writing to Pacific Hire. A reasonable fee may be charged by us for the cost of verifying the application and location, retrieving and copying the information requested. We will not charge you for simply making the request. This must be requested in writing face to face with identification to prove who you are.

13. DATA BREACH

If there is any breach of your personal information, we will deal with the breach in accordance with our obligations under the Privacy Act.

We will provide notice to the Office of the Australian Information Commissioner and to you of any unauthorized access to, disclosure of or loss of your personal information which may result in serious harm to you (“**Data Breach**”). Serious harm could include physical, psychological, emotional, economic and financial harm, as well as harm to reputation. All notifications, investigations and remedial action regarding any actual or suspected Data Breach will be undertaken in accordance with the requirements of the Act.

14. CHANGES TO THIS POLICY

We may amend this Privacy Policy from time to time, including to take account of new or amended laws, new technology or changes to our operations. The current version will be posted on our website and a copy may be obtained by contacting us via the email or postal address set out above. All amended terms automatically take effect immediately on posting. Please check this Privacy Policy periodically to inform yourself of any changes. If you do not accept the changes made to this Privacy Policy, you should immediately stop using the website and our products and services.

15. CONTACT, COMPLAINTS AND FURTHER INFORMATION

If you have any questions in relation to the information handling procedures of Pacific Hire, any complaint regarding the treatment of your privacy or the APPs by Pacific Hire please contact the General Manager in writing with the following contact details.

By Mail: Pacific Hire General Manager
34-42 Freight Drive, Somerton, Victoria, 3062.

By email: christian@pacifichire.com.au

We may need you to provide more information about your concern. If your concern is genuine, we will investigate the issue and endeavour to provide you with a written response within 28 days of receipt of your written query. Sometimes we might not be able to provide you with a written response within the timeframe specified. If that is the case, we will contact you and explain the reason for the delay and give you a new timeframe for a written response.

If you are not satisfied with our response, please notify the General Manager in writing. We can escalate your matter and review the response that you were given. You may also direct your issue to

the Office of the Australian Information Commissioner's website at <https://www.oaic.gov.au/about-us/contact-us>

You are entitled to make an anonymous complaint or inquiry in relation to this privacy policy, the APPs or your privacy rights. However, we may require you to identify yourself if required by law or if it is impracticable for us to deal with your matter otherwise.

This policy was ratified by the Pacific Hire Directors and Management team on 1st of July 2024

