

Privacy

Privacy Policy

1. Introduction

Ausplow Farming Systems Pty Ltd, as Trustee for the Ausplow Farming Systems Trust ABN 57 168 859 933 operating as Ausplow Farming Systems ("Company") is dedicated to delivering high-quality products and services to our customers and dealers.

This policy outlines our ongoing commitments to managing Personal Information and our adherence to the Australian Privacy Principles (APPs) within the Privacy Act 1988 (Cth). The APPs regulate how we collect, use, disclose, store, secure, and dispose of your Personal Information.

You can access the Australian Privacy Principles on The Office of the Federal Privacy Commissioner's website at oaic.gov.au/privacy.

In this Privacy Policy, "we" and "us" refer to the Company, and "you" and "your" refers to any individual from whom we collect personal information.

2. Personal Information Collection

We collect your personal information to enable us to provide you with our products and services and to support our business operations. The types of personal information we collect may include your full name, business name, address, email address, mobile and landline number, and other additional information provided during your interaction with us.

We primarily collect your personal information directly from you when you interact with us. We may also collect information through various other channels, such as correspondence, telephone, email, website interactions, social media, publications, publicly available sources, cookies, and third

parties. We also obtain personal information from our dealer network when you purchase our products and services through them.

Failure to provide us with your personal information may impact our ability to offer our products and services to you.

3. Sensitive Information

Sensitive Information, as defined by the Privacy Act, includes details about an individual's racial or ethnic origin, political opinions, religious beliefs, criminal record, or health information. We handle Sensitive Information with consent or as required or authorised by law.

4. Use and Disclosure of Personal Information

We use your personal information primarily for providing you with our products and services, improving customer service and experience, conducting product or market research, data analysis, and marketing activities. Examples of how we use your personal information include providing you with relevant information about our products and services, offering technical support, administering billing and payments, and informing you of our activities.

We will only disclose your personal information for the purpose of providing you with our products and services and as required by law.

5. Third Parties

We strive to collect personal information directly from you; however, in some cases, third parties may provide us with your information. We make efforts to ensure your awareness of information provided by third parties. Your information may be shared with third-party service and content providers for managing the Company Website and related services. This may involve providers outside Australia, subject to agreements ensuring proper use of your information.

6. Website Analytics

To enhance your website experience, we may use cookies. These small text files remember your preferences. Our website uses Google Analytics to analyse website traffic and webpage usage. By using this website, you consent to data processing by Google. You can opt out of Google Analytics through browser settings or Google's opt-out service.

7. Security of Personal Information

We store information securely in paper-based files or electronic record-keeping methods, employing measures like firewalls, encryption, virus detection, and password restrictions. Staff is trained to handle information according to this Policy and applicable privacy laws.

8. Access to Personal Information

You may access and update your Personal Information, subject to exceptions. No fees are charged for access, but an administrative fee may apply for providing copies. Identification may be required.

9. Maintaining the Quality of Personal Information

Ensuring the accuracy and currency of your Personal Information is crucial. Notify us of any inaccuracies or changes promptly.

10. Credit Reporting

In assessing credit worthiness, we may collect or share personal information with credit reporting bodies. This section outlines the customer's agreement and consent to such practices.

11. Other Important Information

This section covers updates to the Privacy Policy and provides information on opting out from mailing/marketing lists and

push notifications.

12. Privacy Policy Complaints and Enquiries

If concerned about how Ausplow Farming Systems manages your Personal Information, contact our Privacy Officer. A privacy complaint form is available for prompt investigation. Further concerns can be addressed to the Privacy Commissioner. For queries or complaints about our Privacy Policy, contact us via the provided email, mail, or telephone details.

Email: ausplow@ausplow.com.au

Mail: Privacy Officer, Ausplow Farming
Systems, PO Box 5010, South Lake WA 6164

Telephone: +61 (0)8 9417 8877