

PRIVACY POLICY

We are committed to protecting and respecting the privacy of all visitors and users of www.newhandequipment.com.au referred to as the "Website".

Please read the following carefully to understand our policy and practices regarding your personal information and how we will treat it. We will use your personal information in accordance with this Privacy Policy and applicable current data protection laws.

This policy sets out the basis on which any personal information we collect from you, or that you provide to us, via this Website will be treated by us. Please read the following carefully to understand our policy and practices regarding your personal information before using this Website. By using our Website, you are accepting and consenting to the practices described in this Privacy Policy.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect and process the following data about you:

- Information that you enter via our Website, not limited to your name, email address, mailing address, phone number, credit card information or other details to help you with your experience. This includes information provided at the time of registering an account on our Website, subscribing to any service which we provide, searching our Website, placing an order on our Website, participating in discussion boards or other social media functions on our Website, creating wish lists on our Website, or requesting further services. We may also collect and process information when you enter a competition or promotion, and when you report a problem with our Website. The information you give us may include without limitation your name, postal address, e-mail address, password, telephone number, product interests and style interests.
- Details of transactions you carry out through our Website and of the fulfilment of your orders.
- If you contact us (by phone, email, or otherwise), we may keep a record of our correspondence with you.
- Information you provide when you enter a survey (we may ask you to complete surveys that we use for research purposes, although you do not have to respond to them).
- Technical information may be collected automatically, including without limitation the Internet protocol (IP) address used to connect your computer or device to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- Details of your visits to our Website may be collected automatically, including without limitation full Uniform Resource Locators (URL) clickstream to, through and from our Website (including date and time), products and pages you viewed or searched for, page response times, download errors, lengths of visits to certain pages, page interaction information (such as scrolling,

clicks, and mouse-overs), methods used to browse away from the page (including information about how you use social media plug-ins), traffic data, location data, weblogs and other communication data.

We are also working closely with third parties (including for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies and fraud prevention service providers) and may receive information about you from them.

INFORMATION COLLECTED FROM CHILDREN

We are strongly committed to preserving online privacy for all of our Website visitors, including children. The Website is a general audience site, and we do not knowingly collect information about children or sell products to children. We will not knowingly collect any information from children under the age of 13. If you are under the age of 13, you are not permitted to use or submit information to the Website.

COOKIES

Our Website uses cookies to distinguish you from other users of our Website and to keep track of your visits. They help us to provide you with the very best experience when you browse our Website and to make improvements to our Website. They also help us and our advertising networks to make advertising relevant to you and your interests.

STORAGE AND SECURITY OF YOUR PERSONAL INFORMATION

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted via our Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We use a trusted third party payment processing service to process your payment to us and we do not store your credit/debit card information. You can elect to save your credit or debit card details once your order on our Website has been processed, to make any future orders easier. However, for your security you will need to enter your card's 3-digit security code for every subsequent transaction where you elect to use the saved credit/debit card. If you elect to store your credit or debit card details after an order on the Website, your credit/debit card details will be stored with our trusted third party payment processor.

USES MADE OF YOUR PERSONAL INFORMATION

The information you provide to us during your purchase is collected for the primary purpose of completing the purchase transaction. In other circumstances the primary reason we collect information is to help ensure that the information provided to you about our products is relevant. We may use information you provide to:

- carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- set up, manage and contact you about your account and orders;
- update and manage our customer and marketing databases;
- ensure that content from our Website is presented in the most effective manner for you and for your computer or device;
- provide you with information about other products and services we offer that are similar to those that you have already purchased or enquired about;
- provide you, or permit selected third parties to provide you, with information about other products or services (including products and services that are co-branded or that we are otherwise engaged with promoting) that we feel may interest you, where you have consented to be contacted for such purposes;
- personalise emails that we send to you, including using your name to address emails to you and using your gender to provide gender-specific content;
- allow you to participate in interactive features of our service, when you choose to do so (including creating links to our website in your social media channels);
- carry out market research and analysis;
- notify you about changes to our service;
- administer and improve our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- confirm your age and identity, and to identify and prevent fraud;
- keep our Website safe and secure; and
- comply with applicable law; enforce or apply our Terms of Use, Terms and Conditions of Sale and other agreements; or protect the rights, property or safety of the Website, any of our group companies, our customers or others.

USE OF ANALYTICS AND TARGETED ADVERTISING TOOLS

In order to better serve our Website visitors and customers, we may use Google Analytics features (more information about these features is set out below and at <https://www.google.com/policies/privacy/partners/>).

You can opt-out of the Google Analytics features and customise Google Display Network ads using the Ad Settings.

As an added privacy measure, you can download and use the Google Analytics opt-out browser add-on.

Google Analytics features include the following:

- Regarding Google Display Network Impression Reporting and the DoubleClick Campaign Manager integration, we and third party vendors, including Google, may use cookies set by the Google Analytics features to analyse and report on ads used on our Website including but not limited to

the impressions created by the ads and how these interact with other ad features and other features and services.

- Regarding Google Analytics Demographics and Interest Reporting, we may use data from Google's Interest-based advertising and/or third party audience data (such as age, gender and interests) with Google Analytics to target and improve our marketing campaigns, marketing strategies and our Website content.

We may use Remarketing with Google Analytics to advertise online. Third party vendors, including Google, may show our ads on sites across the internet. We and third party vendors, including Google, may use cookies to inform, optimise and determine which ads you see on our Website and third party websites, including ads based on your previous visits to our Website.

We may also use analytics and targeted advertising tools provided by other third parties, including Facebook, Adroll, Google and Bing.

MARKETING AND COMMUNICATIONS

You will have the opportunity to subscribe to certain areas of the Website and marketing lists. For instance, you may wish to receive our newsletter or other marketing information (by e-mail or direct mail) or enter competitions. In these circumstances we may ask for additional information, such as your age, occupation, style interests, etc. We will also treat this information as "personal information," as described in this policy. This will help us to target our marketing in a way we feel would be of specific interest to you. We may from time to time send with your ordered products, inserts advertising the goods or services of unrelated third-party companies. However, we do not pass on your personal information to these third-party companies, except as provided elsewhere in this Privacy Policy.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information:

- where you have consented for us to do so. For example, if you have consented to receive marketing materials from third parties, or in respect of third parties' (including co-branded or jointly promoted) products and services, we may pass your information on to the relevant third parties;
- to business partners, suppliers, sub-contractors and other third parties as necessary for the performance of any contract we enter with you or any service you have requested (for example, we engage third parties to deliver packages, to host our Website and to process card payments, and your payment information will be provided to financial institutions (including banks and card schemes) in order to process your transactions);
- to business partners, suppliers and sub-contractors as necessary for the performance of any contract we enter with them (for example, we engage third parties to send emails and postal mail on our behalf, to provide data cleansing services and to provide marketing and advertising services);
- to analytics and search engine providers that assist us in the improvement and optimisation of our Website;

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if the Website or substantially all of its assets are acquired by a third party in which case personal information held by it about its customers will be one of the transferred assets;
- to protect our customers and Website from fraud and theft, we may pass on personal information that is required to make identity checks and personal information that we obtain from making identity checks (including information relating to your age, name and location), together with account information to organisations including law enforcement agencies, involved in fraud prevention and detection and credit risk reduction.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

Send information, respond to inquiries, and/or other requests or questions.

Process orders and to send information and updates pertaining to orders.

We may also send you additional information related to your product and/or service.

Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM we agree to the following:

NOT use false or misleading subjects or email addresses.

Identify the message as an advertisement in some reasonable way.

Include the physical address of our business or site headquarters.

Monitor third-party email marketing services for compliance, if one is used.

Honour opt-out/unsubscribe requests quickly.

Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at

Follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

CHANGES TO OUR PRIVACY POLICY

We reserve the right to change this policy at any time. If we change our privacy policy we will post the changes on this website, and where appropriate notify you. Please check back frequently to see any updates or changes to our privacy policy.

COMPLAINTS

If you are concerned about the way we have managed or used your personal information please contact us via our Contact Us form. We will investigate your complaint and contact you regarding our findings and any steps we propose to take to address your concerns.

Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

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