

## **Respecting the Privacy of Customers to Master Hire**

The protection and safe guarding of personal information we collect and store from individuals and organisations is important. The information collected is to enable Master Hire to conduct its business, interact with individuals and organisations in a trustworthy manner and fulfil its obligations with the Privacy Act 1988 (Comm.) as registered June 2016.

The following information is to help understand how Master Hire does this.

### **How your personal information is collected, handled and managed.**

Only personal information required to conduct the lawful activities of Master Hire including hire, direct marketing and debt recovery will be requested from you and this information, and subject to applicable legislation, will either be destroyed when it is no longer required or shall be securely kept within company storage facilities.

The type of information collected and retained relates directly to the business needs and that which ensures our compliance with statutory requirements. Information that may be collected via telephone, various forms you may be asked to complete, email or our website include your full name, home address, contact numbers, date of birth, Driver Licence details, credit card and/or bank account number/s, details and any training certificates required to operate particular machinery.

In addition to these, we may require further details such as trade references, credit ratings and personal details of directors if we are requested to provide credit facilities such as 30 day account terms.

Each customer is allotted a unique identifier within our hire system and is used when interacting with us to protect both parties from such activities as fraud.

When making a general enquiry such as the cost of hiring an item, you may choose not to identify yourself. This is quite legitimate and we respect your rights. However, when doing a transaction, the personal information requested from you must be provided in a true and accurate form or the contract will not proceed.

Be aware that sensitive personal information is not requested by us and any unsolicited information that does not relate to our business is not collected or stored.

### **Why do we collect and store this information?**

As a business we want to understand our customers and their needs, to be able to provide products and services they need now and in the future.

We collect this information and use it in various ways within our business including:

- General hire enquiries
- Providing hire and associated equipment
- Identifying future trends to assist us with providing new products
- Extending credit terms for approved customers
- Providing relevant information to you through direct marketing.
- Reconciling accounts and other administration functions
- Preventing you and us becoming the target of fraudulent activity

### **Ensuring the quality and security of your information**

We take every reasonable step to ensure the information we collect from you or from others is accurate. To ensure this information is correct, we may contact you to verify our information or from time to time ask you to notify us of any correction needed.

All your personal information which we gather is secured and stored using various methods including paper based and electronic formats. This information is only available and accessed by the relevant levels of authority to prevent unauthorised access and use, any loss of information or alteration to that information. For electronic data we also employ protections such as firewalls and encryptions.

### **Requesting access to your personal information**

We respect your right to request access to the personal information we manage and store. To access this information please direct any request to "privacy@masterhire.com.au" and as soon as practicable, following verification that you are the owner of that information, we will provide you with that access.

There may be instances where we are unable to provide access or need to deny access. These include situations which:

- Pose a serious threat to the safety or health of others including impacting their privacy
- Are frivolous or vexatious in nature
- Have legal implications for or to Master Hire
- Would be unlawful or may prejudice legal proceedings
- Are required or authorised under an Australian court order
- May have implications related to a commercially sensitive decision making process involving Master Hire

Please note a charge to cover the cost of providing this access may apply.

### **Use and disclosure of your personal information to organisations outside Master Hire**

In general, we will not disclose your personal information to any individual or organisation outside the Master Hire group without your consent. This extends to outside of Australia. In some instances this can be taken as having been given e.g. performing checks in order for us to open a 30 day trading account where we need to establish from references your trading patterns.

Where there are exceptions, we will take every reasonable caution to ensure that your information is safeguarded to the level we offer. These instances can include:

- Situations where we genuinely believe we already have your consent
- Where we use an external marketing company to send promotional and other literature to you
- A legal requirement or a need to report to a government agency
- Where there has been a breach of the terms and conditions of the contractual arrangements and we need to advise our legal representatives, agents and advisors and law enforcement agencies
- When we are requested to share your information with credit or reporting agencies
- When you ask us to provide your information to other organisations to enable you to establish trading terms with them.

### **Further information**

Further information or a complaint relating to how we manage our Privacy Policy and your personal information, or, to advise us you no longer wish to receive information from us, simply either email [privacy@masterhire.com.au](mailto:privacy@masterhire.com.au) or write to: Master Hire, P.O. Box 198 Drayton North, Qld 4350, and mark it "Privacy, Attention: Managing Director" or phone Master Hire, Administration on 07 46360935. Please note that proof of identity will be required before any information is disclosed or altered.

Our commitment to you is to respect your personal information and we will endeavour to answer your enquiry within a reasonable timeframe and to your satisfaction.