

PRIVACY POLICY

J.J. O'Connor & Sons Pty Ltd (ACN 005 242 142) (referred to throughout as O'Connors, 'we', 'us' or 'our') is committed to protecting the privacy and security of your personal information.

This privacy policy sets out how O'Connors manages the collection, storage, use and disclosure of your personal information in accordance with the Privacy Act 1988 (Cth) (Privacy Act), including the Australian Privacy Principles, and otherwise in accordance with this privacy policy (Privacy Policy).

What is personal information and how we collect your personal information?

"Personal Information" is information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not, and whether recorded in a material form or not.

We collect personal information that is reasonably necessary for us to conduct our business activities. Generally, we will collect your personal information directly from you including over the phone, in person and when you visit or communicate with us through our website and social media sites.

Sometimes, we may collect your personal information from third party service providers we work with and the contractors who provide you with services on our behalf.

If you provide personal information about other individuals to us, you must ensure that you have informed those individuals that you are providing their personal information to us and that you have obtained their consent. You must also refer them to this Privacy Policy.

What type of personal information is collected?

We only collect personal information where we consider it to be reasonably necessary for our business functions or activities. Generally, the main types of personal information we collect from you includes but is not limited to:

- your name and date of birth;
- general identification and contact details such as your name, address, email address and telephone number
- your occupation;
- vehicle registration details and driver's license details;
- financial information; and
- your credit card details, bank account information and/or billing information.

How we use your personal information

We will generally only use your personal information for our business activities and functions, which may include:

- providing the products and services you requested, responding to your enquiries, sending you information that you requested;
- setting-up and maintaining customer accounts;
- contacting you to invite you to events or inform you about new services or products;

- providing marketing materials to you regarding our products and services;
- conducting market research, including customer satisfaction surveys, marketing or promotional activities;
- performing internal administrative and marketing requirements; and
- engaging third parties, such as contractors, service providers and agents, to assist us with our business activities and to provide products and services.

Disclosure of personal information

We will generally only disclose your personal information for the purpose for which the information was collected (primary purpose). We may use your personal information for another purpose (secondary purpose) if the person to which the personal information relates has consented to the disclosure or the secondary purpose is related to the primary purpose and its disclosure might be reasonably expected of that person.

We may disclose your personal information to others, including but not limited to:

- Titan Machinery Inc who is the ultimate owner of O'Connors;
- VicRoads, and any other organisation that requires your details in order to carry out the transfer for the registration of your goods;
- CNH Industrial Capital Australia Pty Ltd (ABN 71 069 132 396), a financier, if you have applied for finance in connection with the purchase of goods;
- third party vehicle and equipment manufacturers, that supply us with goods and services which we provide to you and for related purposes such as the administration of the manufacturer's warranty;
- third party service providers and contractors who assist us with our internal businesses and administrative operations;
- service providers contracted by us, including information technology service providers, external advertising agencies, insurers and external business advisors (such as auditors and lawyers);
- third parties as necessary in order to detect and prevent fraud and protect the rights, property and safety of our business; and
- third parties as necessary in order to enforce our policies and agreements.

Third party disclosure

We may disclose your personal information to our third party service providers located in Canada and the United States of America. It is possible that our third party service providers in these countries are subject to foreign laws that do not provide the same level of protection for personal information as required in Australia under the Privacy Act. We take reasonable steps to ensure that these overseas third party service providers protect the privacy and security of your personal information and use it only for the purpose for which the information was disclosed.

Security of personal information

We will take all reasonable steps to keep the information we hold about you secure and protect your personal information from misuse, interference and loss as well as unauthorised access, modification or disclosure.

We undertake regular monitoring of our practices, procedures and systems to ensure the effectiveness our security policies and procedures.

Personal information we store is subject to security and access controls, including username and password authentication. We also only permit our authorised personal to access your personal information.

However, no method of transmission or electronic storage is completely secure, and we cannot guarantee the security of data, particularly if it is transmitted through services such as the Internet or third-party platforms (e.g., email or social media platforms). You transfer your personal information to us at your own risk.

We will endeavour to destroy or de-identify your personal information as soon as it is no longer required by us (where permitted by law). When we dispose of personal information, we will take all reasonable steps to ensure that it is destroyed or permanently de-identified in a secure manner.

Direct marketing communications

If you provide us with your personal information and you consent to receiving direct marketing communications from us, you authorise us to send to you marketing materials with information about our goods and services that we believe may be of interest to you.

You have the right to elect not to receive the receipt of direct marketing communications by using the “Unsubscribe” opt-out link within the email. Any electronic message that we send will identify us as the sender and will include relevant contact details and an unsubscribe facility.

How you can access or correct your personal information

We take all reasonable steps to ensure that personal information we collect, use, and disclose is accurate, complete, up to date and relevant. You can help us by letting us know about any changes to your personal information, such as your address and phone number.

If you believe that any information we hold about you is inaccurate, please contact us. We will take reasonable steps to correct your information, but if we don't correct your personal information we will give you a written explanation as to why.

You have the right to access your personal information held by O'Connors. You can also make a request for us to correct any inaccurate, incomplete or out-of-date personal information. To protect your privacy, we require all requests to be made in writing to our Privacy Officer (see contact details below).

We are committed to granting you access to your personal information within a reasonable time frame. We will not refuse you access unless there are legal reasons for doing so. In such circumstances, we will explain those reasons to you.

Use of cookies

We may collect information from our website using “cookies”. A “cookie” is a text file containing small amounts of information which are downloaded and may be stored on any of your web browsers or internet enabled devices (e.g. your computer, smartphone or tablet) that can later be read by the server.

This means that when you visit our website, our system will record your IP address (the address which identifies your computer or mobile device on the internet), the date and time of your visit, the site from which you linked to our site, the pages viewed, and any information downloaded. You cannot be identified from this information, and it will only be used for the purpose of site analysis and to help us offer improved online services.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies but you can activate your settings within your browser to refuse the settings of some or all of the cookies.

Use of Google Analytics

We also use Google Analytics, a website analytics tool, to track and report on our website traffic. The information it collects includes how users arrive at our website, the number of visitors, which pages are visited and the duration of the visit. For further information about how Google Analytics uses this information can be found at: <https://policies.google.com/technologies/partner-sites>

By using our website, you consent to the storing of cookies or other information on your device for the purposes of Google Analytics, unless you have opted out. To opt-out you may be able to install the Google Analytics Opt-out Browser Add-on.

Links to other websites

This website may contain links to other websites. This Privacy Policy only applies to this website and we are not responsible for the privacy practices of other websites.

Privacy complaints and queries

If you have any concerns, complaints or queries about the manner in which O'Connors has handled your personal information, please address your queries to:

The Privacy Officer
75 Pynsent Street
Horsham Victoria 3400

Or email our Privacy Officer at privacy@jjoconnor.com.au

You may choose to communicate with us anonymously or use a pseudonym when making a 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.

We will review your complaint and endeavour to respond in 30 days. We will let you know if we require any further information to respond to your complaint. If you are not satisfied with our proposed resolution, you may choose to take your complaint to the Office of the Australian Information Commissioner (OAIC).

Further information about complaints to the OAIC can be found here: www.oaic.gov.au/privacy/privacy-complaints

Updates to this privacy policy

We may update our Privacy Policy from time to time. If we do so, we post an updated version on our website. The updated version will take effect immediately upon notice.

We encourage you to periodically review this page for the latest information on our privacy practices. We will update you of any material changes as required by law.