



## Privacy Policy

### 1. AXIMA's Privacy Policy

This Privacy Policy is provided by AXIMA Pty. Ltd. ABN 28 137 065 288.

AXIMA is committed to protecting your privacy, and respects and upholds your rights to privacy protection under the National Privacy Principles contained in the Privacy Act 1988 (Cth). The National Privacy Principles apply to us. Those principles regulate how we collect, store, use and disclose personal information (as defined in this Act) about you and other individuals.

This Privacy Policy sets out the basis of how and when we collect your personal information, what that information is used for, who uses it, when it may be disclosed to other parties, and how you can access your details and control your own personal information.

By contacting AXIMA in order to make an enquiry or to place an order for a service or accessing the AXIMA website at [www.axima.com.au](http://www.axima.com.au) (the "Website"), you are deemed to have read and agree to be bound by this Privacy Policy.

### 2. What personal information is collected from you

Personal information is any information that can be used to identify you.

Examples of personal information which we may collect from you include, but are not limited to, your name, postal address, delivery and collection addresses, names of staff members of your company, fax, phone number, ABN and e-mail address. This personal information may also include details of the services which you have purchased from AXIMA, such as the date that you purchased the service and the nature of the goods to be delivered. If you provide financial information to us, or establish a credit account with us to pay the fees we charge, we collect some additional necessary information, such as a billing address, a credit card number and credit card expiration date, financial institution account details and tracking information from cheques or money orders.

AXIMA collects personal information to conduct its business, to provide and market its goods and services, and to meet its legal obligations.

### 3. How we collect your personal information

AXIMA will endeavour to collect information directly from you whenever possible. AXIMA collects personal information about individuals in a number of ways, including:

- directly from you when you make a telephone enquiry or place an order for a service over the phone (including AXIMA call centres);
- directly from you if you send us personal correspondence, such as emails or letters;
- when you provide information through our Website. We collect and store information which you provide through our Website including your name, email address, other contact details and any other comments;
- by completion of AXIMA's forms;
- from third parties such as from credit reporting agencies
- from AXIMA related companies;
- from publicly available sources of information;
- information directly collected or received from an external agency where it is deemed necessary and considered normal business practice, so that we can continue to provide you with our services; and
- from our own records of how you use our services.

We only collect personal information which is necessary for us to conduct our business, to provide and market our goods and services, and to meet our legal obligations, or otherwise in accordance with any specific consent given by you.

### 4. When we disclose your personal information

In order to deliver the services you require, AXIMA may disclose your personal information to organisations outside AXIMA. Your personal information may be disclosed to these organisations, in relation to the purpose(s) in connection with which AXIMA obtained your personal information, or where it is directly related to the purpose(s) in connection with which AXIMA obtained your personal information. These organisations include, but are not limited to organisations, which carry out our:

- customer enquiries;
- mailing operations;
- billing and debt-recovery functions;
- information technology services;
- installation, maintenance and repair services;
- marketing, telemarketing and market research; and
- our Website's usage analysis.

AXIMA endeavours to take reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations in relation to the protection of your personal information.

In addition, we may disclose your personal information to:

- any parties necessary to provide the services which you purchase from us, including government or regulatory authorities of the country of transit or destination for customs, quarantine or duty or tax clearance purposes, or for security screening;
- any parties necessary to provide you with access to the Website;
- your authorised representatives or your legal advisers (e.g. when requested by you to do so);
- credit reporting agencies or fraud checking agencies;
- our related companies;
- our professional advisers, including our accountants, auditors and lawyers; and
- Government and regulatory authorities and other organisations, as required or authorised by law.

## **5. How we use your personal information**

AXIMA uses your personal information to provide you with any services which you may request, or to respond to any query or complaint that you may have. We may also use your personal information to:

- verify your identity;
- provide the services you require for which you specifically provided the personal information (for example, to respond to a specific inquiry or to charge your credit card for a purchased service) or for related purposes that would reasonably be expected;
- administer and manage those services, including charging and billing you for those services (including any duties and taxes);
- inform you of ways that the services provided to you could be improved;
- conduct appropriate checks for fraud;
- research and develop our services;
- gain an understanding of your needs in order for us to provide you with a better service; and
- maintain and develop our business systems and infrastructure, including testing and upgrading of these systems.

AXIMA may combine any information which it collects from you with information collected by its related companies.

## **6. Direct marketing and your privacy**

A related purpose for which AXIMA may collect your personal information is for marketing purposes, including e-newsletters, promotions and special offers.

If you have received marketing information from AXIMA and you wish to stop receiving it, you can contact us and ask us to stop sending the marketing information. AXIMA will not charge you, or in any way disadvantage you, if you choose to opt out of receiving marketing material.

AXIMA may occasionally provide its marketing material to third parties to distribute material on AXIMA's behalf. AXIMA will not disclose your personal information to a third party for that third party to send you its marketing material unless AXIMA has obtained your consent.

## **7. Who uses your personal information**

Only a select number of AXIMA staff have authority to access your personal information and only then to enable them to perform their jobs and to provide services to you.

Your personal information may also be provided to:

- third parties engaged to perform functions or provide services relating to the purposes for which we collect personal information as set out in this Privacy Policy (including billing/debt collection services);
- credit reference agencies, who may share your personal information with other organisations;
- if AXIMA is taken over by another company ('takeover company'), to the takeover company in respect of which you are a customer or a potential customer;
- persons or agencies, which we are required to pass your information to, for law enforcement or regulatory purposes; and
- external IT service providers to assist in ensuring the security of AXIMA's computer network is maintained.

## **8. Cookies**

Like many companies, AXIMA sometimes uses "cookie" technology on its Website. These cookies are stored on your computer by your browser. When you log in, the cookie tells AXIMA whether you've visited the Website before or if you are a new visitor. The cookie doesn't obtain any personal information about you or provide AXIMA with any way to contact you, and the cookie doesn't extract any information from your computer. AXIMA uses the cookie to help it identify the relevant Website features in which you have the greatest interest, so that it may better personalise your access to the Website.

## **9. Links to other websites**

The Website may contain links to other sites. AXIMA makes no representations or warranties as to the privacy practices of any site operated by a third party, and is not responsible for the privacy policies of such other sites.

## **10. Security**

AXIMA cares about protecting the security of your personal information, and we have implemented security procedures to protect the personal information which you provide to us. However, no method of transmitting or storing electronic data is ever completely secure, and we cannot guarantee that such information will never be accessed, used, or released in a manner that is inconsistent with this policy.

## **11. Transfer of personal information outside Australia**

Your personal information may be stored, processed and accessed by AXIMA's related companies (within and outside of Australia). By providing us with personal information or using our Website, you consent to the transfer of personal information outside Australia. We take all reasonable steps to ensure that the personal information which has been transferred will not be held, used or disclosed by the recipient of the information inconsistently with the National Privacy Principles.

## **12. Keeping your Personal Information correct and up to date**

To provide you with the best possible service it is important that we maintain accurate, up-to-date information for you. AXIMA will endeavour to ensure the personal information we collect, use and disclose is correct, complete and up-to-date. To fulfil this commitment, you should contact the AXIMA Privacy Officer if your personal information changes.

## **13. How you can access your Personal Information at AXIMA**

You are entitled at any time to request details and a copy of your personal information held by us by contacting us in writing at the address detailed below. To protect your privacy, AXIMA may require proof of identity before acting upon your request. Access will be provided unless there is a legal or administrative reason for denying or limiting access, as permitted by the Privacy Act 1988 (Cth), in which case we will let you know the reason for denial of access. Depending on the circumstances, AXIMA reserves the right to charge you a reasonable administrative fee for access to the personal information.

## **14. How to contact us**

If you would like to contact us or require more information concerning AXIMA's approach to privacy or how AXIMA handles your personal information you can write to us as set out below:

Attention: AXIMA Privacy Officer  
C/- AXIMA Pty. Ltd.  
PO Box 519 Sunshine VIC 3020 Australia

## **15. How do you make a complaint?**

If you wish to make a complaint to AXIMA about a possible breach of privacy, please provide full details of your complaint in writing, and send it to the AXIMA Privacy Officer (see contact details above). Individuals enquiring about their rights and remedies for breaches of privacy, can access detailed information at the Office of the Australian Information Commissioner [www.privacy.gov.au](http://www.privacy.gov.au).

## **16. Changes to this Privacy Policy**

AXIMA reserves the right to amend this Privacy Policy from time to time. The most current version of this policy will be located on AXIMA's Website or a copy can be obtained by contacting the AXIMA Privacy Officer.

## **17. Waiver**

If AXIMA delays or does not exercise any of its rights and remedies available to it under this Privacy Policy, that will not be a waiver of that right or remedy.

## **18. Severability**

If any provision of this Privacy Policy is held to be invalid, void, unenforceable or illegal for any reason, such provision shall be deemed to be severed from this Privacy Policy and the remaining provisions shall continue in full force and effect.

[Privacy Policy V2, last updated 30 August 2013]