

Privacy Policy

1. Introduction

In accordance with the Privacy Act 1988, this Privacy Policy explains how Capital Equipment Hire Pty Ltd collects, uses, transfers and protects Personal Information transmitted through daily business operations. Capital Equipment Hire is bound by the Privacy Principles stipulated in the Privacy Act 1988 (Cth). For the purposes of this policy, the following definitions have the following meaning:

Customer → any individual or company who has purchased a product or service from Capital Equipment Hire Pty Ltd.

Consumer → any individual or business that purchases goods or services.

Potential Customer → any consumer in direct communication with Capital Equipment Hire Pty Ltd or has previously engaged with Capital Equipment Hire Pty Ltd through listed communication channels including but not limited to website, email, social media, Google and verbal correspondence.

Business Partners → individuals or companies under an agreement with Capital Equipment Hire Pty Ltd that involves the exchange of goods, services or information.

Personal Information → information or an opinion about an identified individual, or an individual who is reasonably identifiable (Privacy Act 1988). It will also be referred to as Personal Data for online Personal Information in this document.

Users → an online consumer or customer that engages with or utilises the internet, websites, social media or any other digital product.

2. Types of Personal Data Capital Equipment Hire processes and uses

2.1 Personal Data from Potential Customers, Customers and Business Partners

Personal Data is collected in a variety of ways when potential customers, customers, or business partners are in correspondence with Capital Equipment Hire. Personal Information can take the form of but not limited to:

- full names
- job titles
- job functions
- delivery/office addresses
- email addresses
- mobile numbers, or landline numbers; and can be collected via website contact form, email, phone call, social media direct message/comments or direct mail.

Acquiring this information is essential to effectively carry out business processes such as allocating enquiries, quotations, sales orders, invoices, and email communications to the intended recipient. This ensures business enquiries/agreements are kept confidential, relevant and accurate.

These details are collected for the sole purpose of carrying out the requested service (enquiry, quotation, sale, repair, invoice, payment) and/or to provide marketing communications through email, social media, or mail. It is our responsibility to protect received Personal Information provided by our stakeholders. Customers/potential customers and business partners always have the option to opt-out from any form of marketing communication via emailing office@capitalequipment.com.au.

2.2 Browsing Data

For quality purposes, User Data is collected to review website behaviour in the attempt to improve website user experience. No browsing data directly identifies a user's Personal Information, but rather identifies certain characteristics of an online User based on the digital footprint they leave behind, such as IP address, date of visit, length of visit, pages visited, button clicks etc. Cases where browsing data does directly identify a person is only when a potential customer/customer/business partner willingly provides their Personal Information to Capital Equipment Hire Pty Ltd in any communication format including an online contact form, email send, direct message on social media or any other form of digital correspondence, which is the individual discretion of the User.

2.3 Credit Card Details

In order to complete a purchase with Capital Equipment Hire, credit card details may be requested and processed if it is the preferred payment method of a customer. For online purchases made through www.capitalequipmenthire.com.au, payment service provider Silver Stripe will collect and process credit card details including the card number, holder name, expiration date and security code without direct contact with Capital Equipment Hire's database. Capital Equipment Hire can only view the last 4 digits of the card number and the expiration date through the Silver Stripe platform.

Capital Equipment Hire also processes card payments directly in-store via EFTPOS machine, and may require the customer's dictation of card details via phone call or verbally in-store to complete the transaction. Customers have the option of receiving a receipt as proof of payment after card details have been processed. Capital Equipment Hire Pty Ltd does not retain credit card information, and if it were found to find data relating to credit card details in either the database or in printed copies, the details would be deleted/destroyed immediately.

2.4 Social Media Pixels

Capital Equipment Hire may use tracking pixels including but not limited to Facebook, Instagram, Linked In, Twitter or Pinterest to track campaign conversions, target relevant audiences online and optimise ads. These pixels are installed in Capital Equipment Hire's website to track visitor behaviour with the intent to retarget/create custom audiences for campaigns online. Pixels cannot distinguish a User's Personal Information, but only identifies a user's online behaviour. Tracking pixels are a piece of code that uses cookies to track online user behaviour.

2.5 Google Analytics & Google AdWords

Capital Equipment Hire uses Google products as part of our digital marketing strategy that may include Google AdWords, Google Analytics, Google My Business and Google Search Console. Google uses cookies to serve ads displayed on their partner websites to improve the accuracy and relevancy of the ads shown. This data also aids us in making informed campaign decisions based on the browsing statistics gathered.

2.6 Photographs/Video Content

To strengthen our online presence and authenticity as a business and brand, Capital Equipment Hire may at times request to take photographs of products on customer sites to publish across Capital Equipment Hire's communication channels including social media and the website. Capital Equipment Hire may also at times take photos or videos with customers featured in the content, after receiving verbal consent of taking a photo or video. If Capital Equipment Hire decides to use customer content for large-scale campaigns or promotions, Capital Equipment Hire may request customers to sign a Talent Consent Form to protect our rights to use certain images/videos of people featured. Capital Equipment Hire aims to ensure customers are made aware their photo/video may be published online for promotional purposes, but cannot always guarantee depending upon who has taken the image. If a customer comes across a

photo/video of themselves on any of our promotional channels and does wish to be featured, they can email office@capitalequipemnt.com.au to request the removal of the content immediately.

3. Who collects and uses Personal Information and why the data is used by Capital Equipment Hire Pty Ltd

3.1 Who collects and uses Personal Information

Potential customers, customers and business partners' Personal Information can be viewed by, handled by or processed by the following people (but not limited to):

- Capital Equipment Hire employees for the function of:
 - administration
 - accounting
 - sales
 - after-sales support
 - delivery and logistics
 - marketing and promotions.
- Companies or consultants commissioned by Capital Equipment Hire to maintain, install and manage the implementation of ERP systems and software.
- Companies or consultants commissioned by Capital Equipment Hire to provide banking, financial, insurance, accounting, legal, personal recruitment and selection services.
- Third parties commissioned by Capital Equipment Hire to provide you with a good or service.
- Overseas entities are very unlikely to be disclosed Personal Information from Capital Equipment Hire Pty Ltd, but there may be some rare cases where disclosure is required in order to manage a specific supplier/order request in Italy.

3.2 Reasons for collecting Personal Information

Personal Information is collected by Capital Equipment Hire for the following reasons:

- To identify and distinguish between potential customers, customers, business partners and other Capital Equipment Hire affiliates in our database.
- To perform a requested sale or service for that identified potential customer, customer, business partner.
- To filter and group Capital Equipment Hire's database into logical segments to make business processes quicker and more efficient.
- To process payments
- To provide necessary/helpful information to a potential customer, customer or business partner during the enquiry, quotation or after sales support stage.
- To communicate updates to our database, such as new products/services, business information, recent offers and more by creating engaging relationships with customers.
- To communicate marketing material (including blogs, offers, information, sales, new product information) to our database. When potential customer, customer or business partner details are received, the details are added to our mailing list.

3.3 Ways People are Communicated to by Capital Equipment Hire Pty Ltd

Potential customers, customers and business partners can be communicated to by Capital Equipment Hire Pty Ltd in the following ways (but not limited to):

- Emails (direct or automated communication)
- Phone calls (landline or mobile)
- Personal contact/direct site visitations upon approval
- Quotations
- Website
- SMS
- Paper mail.

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- Social media channels
 - Facebook (@capitalequipmenthire1)
 - Twitter (@capitalequipmnt)
 - Instagram (@capitalequipmenthire)
 - Linked In (Capital Equipment Hire Pty Ltd)
 - Pinterest (capitalequipmenthire)

Capital Equipment Hire Pty Ltd strives to keep the contact database as up-to-date as possible.

4. Rights of Consumers, Potential Customers, Customers, Business Partners

- Any customer, potential customer or business partner that knows or believes to have Personal Information stored with Capital Equipment Hire Pty Ltd database can request via office@capitalequipment.com.au to:
 - view their information
 - request updates to their information or request restricted use of certain information
 - request opt-outs to marketing promotions via email or social media by emailing office@capitalequipment.com.au.
- It is our policy that we keep potential customer, customer or business partner data for as long as reasonably, operationally or legally necessary. It is also required to keep a record of customer machine/service history to help make future business decisions.

5. Contact

If you have any questions, issues, complaints or concerns regarding Capital Equipment Hire's Privacy Policy, please contact us so we can assist with your enquiry:

E: office@capitalequipment.com.au

Ph: 1300 799 312

6. Amendments and Updates to this Policy

Capital Equipment Hire Pty Ltd reserves the right to make any amendments to the above Privacy Policy where it is seen fit. Capital Equipment Hire Pty Ltd will aim to update any changes to the Privacy Policy for public viewing as soon as it is amended.