

## **SX Trailers Pty Ltd Privacy Policy**

SX Trailers recognise and value our customers' privacy. As such, SX Trailers, is committed to ensuring that its customers are informed how their personal information will be used and kept secure. This privacy policy applies to information collected by SX Trailers through the website, products and services that display this privacy policy.

SX Trailers will not contact you for marketing purposes unless you have opted to be contacted. If you prefer not to receive email from us, or if you've changed your email address please contact us at [sales@sxtrailers.com.au](mailto:sales@sxtrailers.com.au).

Except as set forth in Section 2, Section 5, Section 6 and Section 12 of this privacy policy, SX Trailers will not share any of your personal information with third parties without first obtaining your consent.

**BY VISITING SX TRAILERS WEBSITE, OR BY USING OR PURCHASING THE PRODUCTS AND SERVICES OFFERED BY US, YOU ACCEPT THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY AND CONSENT TO SX TRAILERS USE OF YOUR INFORMATION IN THE MANNER DESCRIBED IN THIS PRIVACY POLICY.**

### **1. INFORMATION THAT WE COLLECT**

SX Trailers may collect information about you your identity and personal preferences as they relate to our products. Personal information we may typically collect includes your name, postal address, email address, telephone number, IP address and, in relation to purchases you may make, your credit card information. We will try to collect only information that is necessary for the purpose SX Trailers is collecting the information. For example, if you purchase a product, we will require you to disclose your name and address (so that we can send the product to you) and your credit card details (to obtain payment). Our objective is to inform you before or at the time of collection what information we will collect and why and how we will use it. If we require additional specific personal information from you, we will use reasonable commercial efforts to inform you at the time of collection about the information we need to collect, the purposes for which it is being collected and how the information will be used, so that you can make an informed decision about whether to provide it. If you choose not to provide requested information, we may not be able to comply with your request or provide certain services.

There are a number of different ways that SX Trailers receives and collects personal information from you. These may include:

#### **Communications from You**

When you email or write to us, you may provide us with your name, contact details, and other personal information in your message.

#### **Customer Support**

You may provide us with personal information when you telephone or email us to request technical assistance with our products or information that you would like to receive about them.

## **Email/Direct Mail Campaigns That You Approved**

From time to time we may contact you directly by mail, email or telephone informing you about new products, promotions or special offers that you told us you were interested in receiving. When responding to one of these campaigns, you may provide us with personal information. If you want to stop receiving promotional and information materials from us, you can follow the unsubscribe instructions at the bottom of each email, contact us at [sales@sxtrailers.com.au](mailto:sales@sxtrailers.com.au)

## **Purchases**

If you wish to purchase products from our e-Store or over the telephone we will require sufficient information to complete your purchase including your credit card and shipping information.

## **Surveys**

From time to time we may conduct surveys in respect of our products and services. Participation in our surveys is optional. However, if you respond to one of our surveys, you may provide us with personal information about you. Unless you otherwise consent, we will only use this information to determine the types of offers, products or services that may be of interest to you and to operate and improve our product and services offerings.

## **2. PURPOSES FOR WHICH SX TRAILERS USES INFORMATION**

SX Trailers may use your personal information for the following purposes:

### **Product Purchases**

When you purchase products from SX Trailers e-Store or directly from SX Trailers customer service, we will use your information to process payment and ship the product to you.

### **Newsletters**

We may use your personal information to send you newsletters that provide you with articles and information that we believe may be of interest to you.

### **Information About SX Trailers Products**

It is important for us to receive feedback from our customers about our products and any features they would like to see in future products. As such, we may use your personal information to contact you about our products and to inform you of promotions and new products that may be of interest to you.

### **Internal Analysis**

We may use the information you provide us with for our own internal statistical and analytical purposes, to evaluate and enhance users' experience of the Site by identifying customer preferences and purchasing trends that we may use for marketing purposes and in respect of operations and development.

## **Updating information**

We may contact you to ensure that the information we have in our records is still correct, to add additional information or to communicate with you about an outstanding transaction.

## **3. AUTOMATICALLY COLLECTED INFORMATION**

Whenever you enter our website or access any on-line information through a SX Trailers product, our web server automatically collects and aggregates information ("Automatic Information") in respect of your visit. Automatic Information may include URLs or domains of referring websites, browser type, operating system, the pages that you access and the date and time of your visit. Automatic Information collected by SX Trailers is used for statistical and marketing purposes.

We use Automatic Information to help us improve our understanding of our users and their preferences. We also use it to assist us in arranging relevant advertising, commercial opportunities and competitions. Automatic Information we collect also helps us to develop our website and audit its use.

## **4. FACEBOOK CONNECT**

SX Trailers offers Facebook users the opportunity to interact with their friends and share information on Facebook using Facebook Connect. If you elect to link your account with us with your Facebook account, you grant us permission to post information to your Facebook account and to access your Facebook profile information, and to use this information in accordance with this privacy policy. Please refer to Facebook's privacy policy for information concerning how Facebook handles your personal information and to the privacy settings in your Facebook account to manage your preferences relating to your Facebook account.

## **5. SHARING OF INFORMATION WITH THIRD PARTIES**

Except as specifically described in Section 2, this Section 5, Section 6 and Section 12, SX Trailers will not share any personal information with third parties without obtaining your consent (e.g. through an option via your user account).

### **Internal Operations**

We may also share information that you have provided to us with independent auditors, acting on our behalf, for anti-piracy and revenue accounting purposes in connection with the internal operations of our business, provided that such companies comply with the terms of this policy.

### **Promotional Offers**

As a registered SX Trailers customer, you have the opportunity to receive news and special offers from us with your consent we may send you applicable news and special offers that would be of interest to you.

### **Service Providers**

We occasionally hire other companies to provide services on our behalf, such as processing transactions, including credit card transactions, handling the processing and delivery or mailings, providing customer support, hosting websites, collecting, storing or removing your information, or

performing statistical analysis of our products or services. We sometimes need to share your information with these other companies in order for them to provide the applicable services. These companies are only provided with the information that is necessary for them to provide the services and they are not authorized by us to use your information for any purpose other than delivering the services that have been requested by SX Trailers in accordance with SX Trailers instructions and policies.

## **6. LEGAL DISCLOSURE**

Although we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary

## **7. SECURITY**

We maintain reasonable physical, electronic and procedural safeguards to protect your personal information. While no data transmission over the Internet is 100% secure from intrusion, we have used and will continue to use commercially reasonable efforts to ensure the protection of your personal information.

## **8. COOKIES**

A cookie is a text-only string of information that a website transfers to the cookie file of the browser of your computer's hard disk so that the website can remember who you are and other details. Cookies may be set by a website or originate with third parties, such as advertisers. A cookie itself is not designed or intended to read any information from a user's computer (other than the contents of the cookie). A cookie is simply an identifier used by the website that originally placed it on your hard drive. The actual contents of the cookie information can be retrieved by the same server to identify the computer and subsequently to customize, track, or regulate the use of a site based on information stored on the host server.

We may make use of cookies on our website. We use cookies to allow us to automate the access and the data entry functions of our website and to correlate online ordering information for purchases you may make while at the website (if any), tailor our website to your preferences or interests, or customize promotions or marketing. In addition, cookies allow us to track use of our website to determine those areas which are useful or popular and those that are not thereby enabling us to improve and update our website effectively.

Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of the website if cookies are disabled.

For more information on how to disable cookies you should consult the documentation or instructions that accompanied your web browser.

We do not use flash cookies.

## **9. CHAT ROOMS, NEWSGROUPS, BLOGS AND OTHER INTERACTIVE LOCATIONS**

SX Trailers website may have, newsgroups, blogs, or other forums that permit individuals to interact online. Some of these forums may allow you to post a profile picture, share your gender and age and display your user name or real name (if you choose to display it). Any information you post in online forums will be made public and SX Trailers cannot control nor is it responsible for the use any third parties may make of this information.

## **10. ACCESS, MODIFICATION AND ACCURACY OF INFORMATION**

We take reasonable steps to ensure that the information that we receive from you is accurate and kept up to date. You have the right to access your personal information, to verify its accuracy, and to correct inaccurate information.

If you do not want to be contacted for product, service or marketing initiatives, or if you would like to be removed from any direct marketing initiatives, corporate surveys, telemarketing or direct mail or e-mail lists, or if you would otherwise like to limit our use or disclosure of your personal information, please contact us at [sales@sxtrailers.com.au](mailto:sales@sxtrailers.com.au).

## **11. RETENTION AND STORAGE OF INFORMATION**

We will not retain your information for longer than is necessary for us to use it for the purposes for which it has been collected, unless otherwise required by law or because of pending litigation. When information is no longer required, we will ensure that all such data is removed from our database. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

## **12. BUSINESS TRANSFERS**

The information that is collected by SX Trailers is considered to be an asset. In the event that SX Trailers and its assets are acquired by another company, such information may be one of the transferred assets. If so, the acquiring company may only use your information in ways consistent with this privacy policy (or any subsequent policy in effect at the time information is collected from you). We note that information submitted or collected after a transfer may be subject to a new privacy policy adopted by the successor company.

## **13. CHANGES TO PRIVACY POLICY**

We are always looking for ways to improve our business and our practices. Consequently, our policies will continue to evolve. As such, SX Trailers reserves the right to alter this privacy policy from time to time. Changes to this policy will be posted to our SX Trailers website. We encourage you to visit our privacy page from time to time to view our most current privacy policy. If we make material changes to this privacy policy that expand our rights to use your personal information, we will notify you and seek your consent through email or a prominent posting on our website.

## **14. CONTACT US**

Any requests for access to your information, modification of your information or questions in respect of this policy should be sent to the following email address [sales@sxtrailers.com.au](mailto:sales@sxtrailers.com.au)

**Thank you for your time.**