

## Privacy Policy

### Introduction

#### 1.1 Background

At Tara Forklift Services, we are committed to protecting your personal information and maintaining its confidentiality. We recognize the importance of safeguarding your privacy and complying with the Australian Privacy Principles (APP) and other relevant data protection laws applicable. This Privacy Policy outlines how we collect, store, use, and disclose your personal information and the circumstances under which we may transfer it. By using our services or providing your personal information to us, you consent to the practices described in this policy.

#### 1.2 Scope

This Privacy Policy forms an integral part of the terms and conditions governing our various agreements with you as a customer or user of Tara Forklift Services.

#### 1.3 Disclaimer

While we prioritize your privacy, please note that this Privacy Policy does not constitute an opt-in to any privacy laws outside the scope of those we are legally bound to comply with.

### Collection of Personal Information

#### 2.1 Types of Information Collected

We collect personal information through various means, including when you interact with us online, over the phone, via email, in person, or through other communication channels. The information we collect may include your name, address, telephone number, email address, IP address, device identification, and any additional information you voluntarily provide to us. If you represent your employer, we may collect certain employment-related information. We also monitor website access and collect information about identifiable entities visiting our website, including key staff members.

#### 2.2 Sensitive Information

Tara Forklift Services does not intentionally collect sensitive information as defined by the Privacy Act.

#### 2.3 Cookies, Pixels, and Web Beacons

We may use cookies, log files, web beacons, tags, and pixels to enhance your website navigation, optimize our services, and for marketing purposes. By collecting and analyzing digital data, we may associate the information collected via these technologies with other personal information we hold about you.

## **Use of Personal Information**

### **3.1 Primary Purposes**

We use the personal information we collect for the following primary purposes:

- (a) Providing information about our products and services;
- (b) Supplying products and services you request;
- (c) Managing your account and administration needs;
- (d) Addressing inquiries, requests, and complaints;
- (e) Marketing our products and services;
- (f) Complying with legal, governmental, and regulatory requirements; and
- (g) Crime or fraud prevention, detection, or prosecution.

### **3.2 Other Purposes**

We may also use your personal information for purposes reasonably expected by you in connection with the activities described above. We will not use your information for other purposes unless we have your consent or are legally required to do so.

## **Interacting with Us**

### **4.1 Anonymous or Pseudonymous Interaction**

When you contact us with general questions, you may interact with us anonymously or through the use of pseudonyms. However, when requesting products or services, you agree to provide accurate and true details.

## **Direct Marketing**

### **5.1 Opt-In Marketing**

We may send you marketing or promotional material only if you have opted in to receive such communications. Additionally, we may conduct surveys or market research with your consent to improve our products and services.

### **5.2 Opt-Out**

If you wish to stop receiving marketing material, you can opt-out by contacting us or using the "unsubscribe" link provided in our emails.

## **Sharing Personal Information**

### **6.1 Disclosure**

We may disclose your personal information to the following entities:

- (a) Our employees, related companies, and professional advisors;
- (b) Law enforcement agencies for the prevention of criminal activities;

(c) Third-party contractors or service providers with whom we have business associations.

#### 6.2 Consent

We will not disclose your personal information other than as described in this Privacy Policy without your consent.

### **Google Analytics**

#### 7.1 Use of Google Analytics

Our website may use Google Analytics to analyze website usage. Google Analytics employs cookies to collect information about your interaction with the website, including your IP address. This information is transmitted to and stored by Google on servers in the United States. Google uses this data to evaluate website activity, compile reports for website operators, and provide other related services. You can opt-out of Google Analytics by adjusting your browser settings or using Google's opt-out service.

### **Security of Personal Information**

#### 8.1 Data Security

We store your personal information on secure servers protected against unauthorized access, modification, or disclosure.

#### 8.2 Data Accuracy

We strive to hold accurate, complete, and up-to-date personal information. If you become aware of inaccuracies in your information, please contact us.

### **Disposal of Personal Information**

#### 9.1 Data Retention

We will retain your personal information for as long as necessary for the purposes for which it was collected. If we no longer require the information, we will take reasonable steps to destroy or de-identify it in accordance with the APP.

### **Accessing Your Personal Information**

#### 10.1 Access Requests

Upon your request and after verifying your identity, we will provide access to your personal information unless certain exceptions apply under the APP.

## **Complaints Procedure**

### 11.1 Complaints Handling

If you have concerns about how we handle your personal information, please contact our office to discuss the issue with our management. If you are dissatisfied with the outcome, you may contact the Office of the Australian Information Privacy Commissioner.

## **Contact Information**

### 12.1 Contact Details

For queries, questions, concerns, or complaints related to this Privacy Policy or your personal information, you can contact us using the following details:

Tara Forklift Services

Address: 1/35 Davis Road Wetherill Park NSW 2164

Email: [info@taraforklifts.com.au](mailto:info@taraforklifts.com.au)

Phone: 1300 653 326

## **Amendments to this Privacy Policy**

### 13.1 Policy Updates

We reserve the right to amend this Privacy Policy at any time. Significant amendments will be notified on our website 14 days before implementation, unless circumstances make a shorter notice period reasonable. Your continued use of our services after the notice period indicates your consent to the amended policy.

For more information about privacy, please visit the Office of the Australian Information Commissioner's website at <http://www.oaic.gov.au>. Alternatively, you can contact our Privacy Officer using the provided details.

Thank you for entrusting Tara Forklift Services with your personal information