

## **Tyrepower Privacy & Data Policy**

**Effective Date: April 2025**

### **Introduction**

Tyrepower respects your privacy and is committed to complying with the Australian Privacy Act 1988 (the Act), the Australian Privacy Principles and other applicable Australian privacy laws. This policy explains what personal information we collect, how we use it, and your rights under the Act.

### **What Personal Information Do We Collect?**

We collect personal information that you voluntarily provide to us when you use our website or interact with our services. The purpose for collecting this information is always clear at the point of collection. This may include:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Inquiry Details:** Information related to your inquiries about our products and services, such as type of vehicle, tyre needs, or service requests.
- **Booking Information:** Details related to appointments and bookings at Tyrepower retail outlets.
- **Technical Information:** When you visit our website, we may collect certain technical information about your device and browsing activity. This may include your IP address, browser type, operating system, and the pages you visit..

### **How We Use Your Personal Information**

We use your personal information only for the purposes outlined in this policy and for which you have consented, or as required or authorised by the Act or another law. These purposes include:

- **Respond to your inquiries:** We use your contact information to respond to your questions, requests, and provide customer service (fulfilling our contractual obligations).
- **Facilitate Bookings:** We use your contact information and vehicle details to process your bookings at Tyrepower retail outlets (fulfilling our contractual obligations).
- **Provide Service Updates:** We may use your contact information to send you updates regarding your service requests or appointments (fulfilling our contractual obligations and legitimate interests).
- **To address warranty related concerns which you may have.**

- **Improve Our Services:** We may use your technical information to analyse website traffic and usage patterns to improve our website and user experience (legitimate interests).
- **Marketing Communications (Opt-In Only):** We will only use your contact information to send you marketing communications about our products, services, and promotions with your explicit consent (consent).

### **Disclosure of Your Personal Information**

We will not disclose your personal information to any third party without your consent, except in the following limited circumstances permitted by the Act:

- **Tyrepower Retail Outlets:** We may share your information with a local Tyrepower retail outlet to fulfill your service requests or warranty claims (fulfilling our contractual obligations).
- **Service Providers:** We may share your information with trusted service providers located in Australia who assist us with website maintenance, information analysis, or other essential business functions. These providers are bound by strict confidentiality agreements and only have access to the information necessary to perform their tasks (fulfilling our contractual obligations).
- **Legal Requirements:** We may disclose your information if required by law or in response to a valid court order (as required or authorised by law).

### **Information Security**

We take all reasonable steps to protect your personal information from unauthorised access, use, disclosure, alteration, or destruction in accordance with the Act. We restrict access to this information and take all reasonable steps to prevent unauthorised access, use, disclosure, alteration, or loss. We use secure servers and implement appropriate technical and organisational measures to safeguard your information.

### **Information Retention**

We will retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by the Act (e.g., tax or legal obligations).

### **Your Rights Under the Act**

You have the following rights regarding your personal information under the Act:

- **Access:** You have the right to access a copy of the personal information we hold about you.
- **Correction:** You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.

- **Erasure:** You have the right to request that we erase your personal information, subject to certain exceptions outlined in the Act.
- **Restriction of Processing:** You have the right to request that we restrict the processing of your personal information.
- **Objection:** You have the right to object to the processing of your personal information for marketing purposes.
- **Withdrawal of Consent:** If you have consented to the processing of your information for marketing communications, you can withdraw your consent at any time.

**To exercise your rights under the Act, please contact our Privacy Officer at [03 9877 2044](tel:0398772044)**

### **Cookies**

We use cookies on our website to improve your experience and understand website usage. You can adjust your browser settings to refuse cookies, but some features of the website may be limited.

### **Children's Privacy**

Our website is not directed towards children under the age of 18. We do not knowingly collect personal information from children under 18.

### **Links to Other Websites**

Our website may contain links to external websites. We are not responsible for the privacy practices of these websites. We encourage you to review the privacy policies of any website you visit before submitting your personal information.

### **Addressing Your Concerns:**

If you have any questions or concerns about our Privacy Policy or how we handle your personal information, please don't hesitate to contact us. We are committed to transparency and will do our best to address your inquiries promptly.

### **Keeping You Informed:**

As our website and services evolve, we may occasionally update this Privacy Policy. We will notify you of any changes by posting the updated version on our website. We recommend that you periodically review this policy to stay informed about our information practices.

### **Product Image Disclaimer:**

Please note that the product images displayed on our website are for illustrative purposes only and may not be an exact representation of the actual product available in our stores.