

PRIVACY POLICY

Bridgestone Earthmover Tyres Pty Ltd (ABN 74 000 069 714) and each of its related entities (together “BSEM, we, us, our”) understand our customers’ concern about the privacy of their information when collected by us.

Our Privacy Policy describes how we treat any personal information that we receive from our customers about themselves. It outlines the type of personal information we collect, how that information may be used, to whom we permit access and how we protect that personal information. Our Policy is part of our ongoing commitment to the protection of our customers’ privacy.

We are dedicated to protecting the confidentiality and security of the personal information which we collect about our customers and do so in accordance with the *Privacy Act 1988 Cth* (**Privacy Act**) (including the Australian Privacy Principles (**APP**)). This dedication is related to information or opinions that are collected about an individual in circumstances where their identity can reasonably be determined.

Any questions about the general privacy principles may be directed to our Privacy Officer or to the Office of the Australian Information Commissioner whose website details are: www.oaic.gov.au .

1. OPEN AND TRANSPARENT POLICIES

We have and will continue to take all reasonable steps to implement and maintain practices, procedures and systems to ensure that we comply with all our obligations under the Privacy Act. Do not hesitate to contact us if you have any questions about this policy or any matters arising from it.

2. ANONYMITY AND PSEUDONYMITY

You may not wish to identify yourself or you may wish to use a pseudonym and this is an option provided that this does not make it impractical for us to deal with you.

Please note that it will generally be impractical for you to deal with us anonymously or under a pseudonym, should you wish to enter into a contract with us or make a claim.

3. COLLECTION OF INFORMATION (APP 3 & 4)

The sort of personal information we collect from you may include:-

- your name, address and other contact information;
- your personal qualifications (if relevant) including your occupation,
- financial details in cases where the goods you are purchasing are subject to finance; or
- personal information of persons authorised by you to deal with us on your behalf

We only collect personal information that is reasonably necessary for us to provide you with goods or carry out the services that we offer to you, and to ensure that we comply with all laws in relation to the provision of goods and services.

If we need to collect Sensitive Information (such as information relating to health, disability, ethnic origin, criminal convictions, religious or political affiliation), we will only do so where it is reasonably necessary to perform our functions, seek your express written consent in advance and comply with the requirements of the Privacy Act.

4. HOW WE COLLECT INFORMATION (APP 5)

BSEM collects information in a number of ways, including:

- directly from you when you provide information (such as an email address and personal details) by sending us a message, email, phone or in documents such as an application or order forms;
- from third parties such as our related companies, dealers, distributors and your representatives;
- credit information services;
- information collected and collated from publicly available sources, including search engines, websites, social media, publicly available data bases, third party sources and referees, personal contacts and industry connections; or
- by use of cookies;

How we use cookies on our site and what information we collect

We may use session cookies to allow you to carry information across pages of our site and to avoid having to re-enter information.

We may use persistent cookies from time to time to help us recognise you as a unique visitor when you return to our website and to monitor your use of our website and to allow us to link you to any of our affiliates should you come to our website through a paid advert or banner on a website of an affiliate.

Use of web beacons

Some of our web pages may contain web beacons which allow us to count users who have visited these pages. Web beacons collect only limited information including a cookie number, time and date of a page view, and a description of the page on which the web beacon resides. These beacons do not carry any personally identifiable information and are used to track the effectiveness of a particular marketing campaign.

5. WHY WE COLLECT AND HOW WE USE PERSONAL INFORMATION

The personal information we collect depends on the goods and services that you use or apply for.

We collect and use information for business purposes with respect to providing our goods and services. We gather this information by lawful and fair means without being unreasonable or intrusive. We may use this information to:-

- identify you and to assist you to clarify any of our relevant goods and services more easily;
- assess and manage your orders;
- consider any application you may make and provide or change the goods and services you require,
- administer and manage the provision of goods and services, including charging, billing and collecting debts;
- gain an understanding of your information and communication needs in order for us to provide you with better, more personalised goods or services that are tailored to your needs;
- inform you of ways the goods and services provided to you could be improved;
- conduct appropriate checks for fraud;
- research and develop our goods and services using third party services;
- inform you of matters about which we believe you may have an interest;
- assist statistical, actuarial or research analysis as we consider is necessary for business purposes;
- notify you of our service offerings from time to time; and
- comply with legislative and regulatory requirements.

6. DISCLOSURE OF INFORMATION

When necessary and in connection with the purposes listed above, BSEM may disclose your personal information to and/or receive personal information from other companies within the BSEM group, government bodies, other service providers, legal and other professional advisers.

The information collected will be used or disclosed by us for the primary purpose for which they are collected and secondary purposes related to those purposes listed above, but only if you would expect us to use or disclose the information for such secondary purpose. However, in the case of Sensitive Information the secondary purpose must be *directly* related to the purposes listed above.

7. DIRECT MARKETING

By accepting our services you expressly permit us and the BSEM group of companies to use your personal information for our direct marketing purposes and the purposes expressly set out in this policy. You consent to our use of your personal information to issue product and professional mail outs by email, fax, social media or letters and undertaking other marketing or service based activities.

If you do not wish to receive any of these materials, please contact our Customer Service team at CustomerService@bsem.com.au, to opt out.

You can change your mind about receiving materials or information about our products and services at any time by contacting us. You may opt out of any direct marketing service at any time.

We will never sell, license, trade or provide your personal information to a third party for direct marketing purposes.

8. CROSS BORDER DISCLOSURE OF PERSONAL INFORMATION

We may share your information within the global Bridgestone group of companies. We may use new technologies from time to time and personal information may be stored outside Australia. We will not transfer personal information to a recipient in a foreign country unless we have appropriate protections in place as required by the relevant privacy laws. Your information will be stored on our data base for such period of time as required by law.

9. IDENTIFIERS

We will use our own identifiers and not those assigned by the government unless we are required to do so by law.

10. ACCURACY OF PERSONAL INFORMATION

We will take all reasonable steps to ensure that the personal information we collect, use and disclose is accurate, up-to-date and complete. Please contact us if there is a change in your circumstances that requires an update to be made to our data.

11. SECURITY OF DATA – HOW WE PROTECT YOUR PERSONAL INFORMATION

We will take all reasonable steps to protect the personal information we hold from misuse, interference and loss, and from unauthorised access, modification or disclosure. When information is no longer needed we will destroy or de-identify it.

We require our employees to protect the confidentiality of information as required by applicable law. Access to information by our employees is limited to administering, offering, servicing, processing or maintaining of our products and services. We also maintain physical, electronic and procedural safeguards designed to protect information. When we share or provide information to other persons or organisations, we contractually obligate them, if required by law, to treat information as confidential and conform to our privacy policy and applicable laws and regulations.

12. CORRECTION AND ACCESS TO INFORMATION

You may request access to the personal information which we hold about you and request its correction if you believe it to be incorrect. We can also correct your information if we are satisfied that it is incorrect. There are some circumstances where we can refuse to give access to Information. These include where given access to the information would:

- (a) pose a serious threat to the life, health or safety of an individual or the public,
- (b) have an unreasonable impact on the privacy of others; or
- (c) be frivolous or vexatious.

Please contact us if you wish to access or correct your personal information.

Contact Details

Bridgestone Earthmover Tyres Pty Ltd
223 Rookwood Road
YAGOONA NSW 2199

Ph: +61 (0)2 9722 6111
Email: PrivacyOfficer@bsem.com.au

For security reasons, any request for details of information held by BSEM should be made in writing. You may be asked to provide proof of identity.

13. COMPLAINTS

BSEM accepts that privacy is a very important issue and will endeavour, at all stages, to comply with their obligations under the Privacy Act. BSEM recognises the rights of individuals to complain about alleged mishandling or inappropriate use or disclosure of information. If you have a complaint regarding our management of your privacy you may contact us. To address your complaint we will:

- (a) use a process that is accessible, flexible and timely and done in accordance with the principles set out in the Privacy Act
- (b) focus on maximising the opportunity for you and BSEM to work together to achieve a successful resolution to the complaint;
- (c) strive to identify and address any systemic issues that may arise through the lodgement of the complaint and rectify or deal with such issues to prevent their recurrence in the future.
- (d) If your complaint is not resolved then you may report the issue to:

Office of the Australian Information Commissioner
GPO Box 2999
Canberra
ACT 2601
Telephone: 1300 363 992
Website: www.oaic.gov.au
Email: enquiries@oaic.gov.au