



# Privacy Policy

This Policy was last reviewed and updated on: **06/01/2023**.

# Privacy Policy

Colin Say & Co. values and respects the privacy of the people we deal with. Colin Say & Co. is committed to protecting your privacy and complying with the *Privacy Act 1988* (Cth) (**Privacy Act**) and other applicable privacy laws and regulations.

This Privacy Policy (**Policy**) describes how we collect, hold, use and disclose your personal information, and how we maintain the quality and security of your personal information.

## What is personal information?

“Personal information” means any information or opinion, whether true or not, and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable. In general terms, this includes information or an opinion that personally identifies you either directly (e.g. your name) or indirectly.

## What personal information do we collect?

The personal information we collect about you depends on the nature of your dealings with us or what you choose to share with us.

The personal information we collect about you may include:

- Name;
- Mailing or street address;
- Email address;
- Phone number;
- Australian Business Number (ABN);
- Bank account details;
- Property identification code (PIC);
- Registration numbers (e.g. MSA, LPA, EU status, etc.).

You do not have to provide us with your personal information. Where possible, we will give you the option to interact with us anonymously or by using a pseudonym. However, if you choose to deal with us in this way or choose not to provide us with your personal information, we may not be able to provide you with our services or otherwise interact with you.

## How do we collect your personal information?

We collect your personal information directly from you when you:

- Interact with us over the phone;
- Interact with us in person;
- Interact with us via email;
- Attend a Colin Say & Co. event;
- Participate in surveys or questionnaires;

- Subscribe to our mailing list;
- Apply for a position with us as an employee or contractor.

## **Collecting personal information from third parties**

We may also collect your personal information from third parties or through publicly available sources, for example from other livestock agents, AuctionsPlus, and AgriNous. We collect your personal information from these third parties so that we can provide our professional services in full to you.

## **How do we use your personal information?**

We use personal information for many purposes in connection with our functions and activities, including the following purposes:

- To contact and communicate with you;
- Provide you with information or services that you request from us;
- Deliver to you a more personalised experience and service offering;
- Improve the quality of the services we offer;
- Internal record-keeping and administrative purposes;
- To comply with our legal obligations and resolve any disputes that we may have;
- Marketing and research purposes.

## **Disclosure of personal information to third parties**

We may disclose your personal information to third parties in accordance with this Policy in circumstances where you would reasonably expect us to disclose your information. For example, we may disclose your personal information to:

- Third party service providers for the purpose of enabling them to provide their services, including (without limitation) IT service providers, data storage, web-hosting and server providers, debt collectors, maintenance or problem-solving providers, marketing or advertising providers, professional advisors and payment systems operators;
- Our employees, contractors and/or related entities;
- Our existing or potential agents or business partners;
- Sponsors or promoters of any competition we run;
- Anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- Courts, tribunals and regulatory authorities, in the event you fail to pay for goods or services we have provided to you;
- Courts, tribunals, regulatory authorities and law enforcement officers, as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights; and

- Third parties, including agents or sub-contractors, who assist us in providing information, products, services or direct marketing to you. This may include parties located, or that store data, outside of Australia.

## **Transfer of personal information overseas**

Some of the third-party service providers we disclose personal information to may be based in or have servers located outside of Australia.

Where we disclose your personal information to third parties overseas, we will take reasonable steps to ensure that data security and appropriate privacy practices are maintained. We will only disclose to overseas third parties if:

- You have given us your consent to disclose personal information to that third party; or
- We reasonably believe that:
  - the overseas recipient is subject to a law or binding scheme that is, overall, substantially similar to the Australian Privacy Principles; and
  - the law or binding scheme can be enforced; or
- The disclosure is required or authorised by an Australian law or court / tribunal order.

## **How do we protect your personal information?**

Colin Say & Co. will take reasonable steps to ensure that the personal information that we hold about you is kept confidential and secure. We are committed to ensuring that the personal information we collect is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the personal information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

We cannot guarantee the security of any information that is transmitted to or by us over the Internet. The transmission and exchange of information is carried out at your own risk.

## **Online activity**

### **Cookies**

The Colin Say & Co. website uses cookies. A cookie is a small file of letters and numbers the website puts on your device if you allow it. These cookies recognise when your device has visited our website before, so we can distinguish you from other users of the website. This improves your experience and the Colin Say & Co. website.

We do not use cookies to identify you, just to improve your experience on our website. If you do not wish to use the cookies, you can amend the settings on your internet browser so it will not automatically download cookies. However, if you remove or block cookies on your computer, please be aware that your browsing experience and our website's functionality may be affected.

## **Direct marketing**

We may send you direct marketing communications and information about our services, opportunities, or events that we consider may be of interest to you if you have requested or consented to receive such communications.

These communications may be sent in various forms, including mail, SMS, and email, in accordance with applicable marketing laws, such as the *Australian Spam Act 2003* (Cth). You consent to us sending you those direct marketing communications by any of those methods. If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so.

You may opt-out of receiving marketing communications from us at any time by [following the instructions to "unsubscribe" set out in the relevant communication or contacting us using the details set out in the "How to contact us" section below.

In addition, we may also use your personal information or disclose your personal information to third parties for the purposes of advertising, including online behavioural advertising, website personalisation, and to provide targeted or retargeted advertising content to you (including through third party websites).

## **Retention of personal information**

We will not keep your personal information for longer than we need to. In most cases, this means that we will only retain your personal information for the duration of your relationship with us unless we are required to retain your personal information to comply with applicable laws, for example record-keeping obligations.

## **How to access and correct your personal information**

Colin Say & Co. will endeavour to keep your personal information accurate, complete and up to date.

If you wish to make a request to access and / or correct the personal information we hold about you, you should make a request by contacting us and we will aim to respond within 5 business days.

## **Links to third party sites**

The Colin Say & Co. website may contain links to websites operated by third parties. If you access a third-party website through our website, personal information may be collected by that third-party website. We make no representations or warranties in relation to the privacy practices of any third-party provider or website and we are not responsible for the privacy policies or the content of any third-party provider or website. Third-party providers / websites are responsible for informing you about their own privacy practices and we encourage you to read their privacy policies.

## Enquiries and complaints

For complaints about how Colin Say & Co. handles, processes or manages your personal information, please contact the Office Manager. Note that we may require proof of your identity and full details of your request before we can process your complaint.

Please allow up to 10 business days for Colin Say & Co. to respond to your complaint. It will not always be possible to resolve a complaint to everyone's satisfaction. If you are not satisfied with Colin Say & Co's response to a complaint, you have the right to contact the Office of Australian Information Commissioner (at [www.oaic.gov.au/](http://www.oaic.gov.au/)) to lodge a complaint.

## How to contact us

If you have a question or concern in relation to our handling of your personal information or this Policy, you can contact us for assistance as follows:

**Email:** [office@colinsay.com.au](mailto:office@colinsay.com.au)

**Contact number:** 02 6732 1266

**Post:** Attention: Office Manager  
Address: PO Box 189 (118 Wentworth Street)  
Glen Innes, NSW 2370