

# **ESAM**

# **PRIVACY POLICY**

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**2019**

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# ESAM PRIVACY POLICY

## 1. About our Privacy Policy

ESAM Australia Pty Ltd ABN 45 082 743 093 (trading as ESAM) (“we”, “us” or “our”) recognises the importance of privacy and is committed to protecting the privacy of individuals when handling their personal information. We handle personal information about individuals for purposes relating to our functions and activities involving the supply of dental air technology equipment.

Our Privacy Policy outlines how we handle personal information about individuals for purposes relating to our functions and activities in an open and transparent manner in accordance with applicable privacy legislation. Personal information includes any information about an identified individual or an individual who is reasonably identifiable.

By providing us with your personal information you consent to us collecting, holding, using and disclosing it in accordance with our Privacy Policy. If you revoke your consent to us collecting, holding, using or disclosing your personal information in accordance with our Privacy Policy then we may not be able to provide your organisation with our products or services and you may not be able to attend or participate in our functions, events or activities. If you provide us with any personal information about another individual then we rely upon you to inform that individual of the details contained in our Privacy Policy.

## 2. Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information for purposes relating to our functions and activities. For example, we may collect, hold, use or disclose your personal information for one or more of the following purposes:

- providing your organisation with our products or services
- your attendance at or participation in our functions, activities or events
- managing our customer relationship with your organisation
- providing you with information about our products, services, functions, activities or events

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- evaluating or improving our products, services, functions, activities or events
  - marketing or promoting our products, services, functions, activities or events
  - carrying out our functions and activities
  - complying with our legal or regulatory obligations

### **3. What kinds of personal information we collect**

The kinds of personal information about you that we may collect and hold include:

- your personal details including your name, contact details and organisation
- your payment information including your credit card details

If we are not provided with the personal information about you which we request then we may not be able to provide your organisation with our products or services and you may not be able to attend or participate in our functions, activities or events.

### **4. What kinds of website visitor information we collect**

We use Google Analytics to collect and hold information about your visits to our website <https://esam.com.au/> (“**Website**”). Google Analytics uses cookies to collect information about your visits to our Website including your IP address and Website pages visited. A cookie is a small text file which is stored on your computer or device by your web browser when you visit our Website to enable your visits to be recognised. The information generated by cookies when you visit our Website is collected and stored by Google on its servers in the United States. We use the information collected by Google about your visits to our Website for the purpose of maintaining and improving our Website and enhancing your experience browsing our Website.

If you do not wish us to use Google Analytics to collect information about your visits to our Website then you may install the [Google Analytics Opt-out Browser Add-on](https://tools.google.com/dlpage/gaoptout) (available at <https://tools.google.com/dlpage/gaoptout>) or set your browser to disable cookies but some parts of our Website may not function properly if cookies are disabled. Further information about how Google collects and uses information generated by cookies when you visit our Website is available from Google’s website page “[How Google uses data when you use our partners' sites or apps](https://policies.google.com/technologies/partner-sites)” (available at <https://policies.google.com/technologies/partner-sites>).

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## **5. How we collect personal information**

We usually collect personal information directly from you in person or when you communicate with us by telephone, email, standard form, letter, facsimile or other means. For example, we may collect your personal information directly from you when:

- you request us to provide your organisation with our products or services
- you request us to provide your organisation with assistance or support for our products or services
- you attend or participate in our functions, activities or events
- you request us to provide you with information about our products, services, functions, activities or events
- you complete a survey or provide feedback in respect of our products, services, functions, activities or events
- you subscribe to receive news or other information about our products, services, functions, activities or events

We may also collect your personal information from a third party for the purpose of carrying out our functions and activities. For example, we may collect your personal information from:

- your organisation in connection with providing your organisation with our products or services or your attendance at or participation in our functions, activities or events
- our service providers that assist us to carry out our functions and activities including our suppliers, distributors, couriers, installers, technicians, information technology providers, credit report providers, and billing and debt recovery providers

## **6. When you will have the option of not identifying yourself**

We will give you the option of not identifying yourself or using a pseudonym when dealing with us in relation to a particular matter except where it is impracticable or unlawful for us to do so. For example, you may not need to identify yourself when you request that we provide you with general information about our products, services, functions, activities or events.

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## **7. How we disclose personal information**

We disclose personal information to third parties for the purpose of carrying out our functions and activities. For example, we may disclose your personal information to:

- your organisation in connection with providing your organisation with our products or services or your attendance at or participation in our functions, activities or events
- our service providers that assist us to carry out our functions and activities including our suppliers, distributors, couriers, installers, technicians, information technology providers, printing and mailing providers, sales and marketing providers, credit report providers, and billing and debt recovery providers
- our related companies, agents, partners, affiliates and other trusted entities that assist us to carry out our functions and activities
- our professional advisers including accountants, auditors and lawyers
- a purchaser of all or part of our business which handles your personal information
- a body to which are transferred all or some of our functions that involve the handling of your personal information

The third parties to which we may disclose your personal information may be located in Australia or other countries, including New Zealand.

We will not disclose your personal information to any third parties for any other purpose without your consent except where required or authorised by law. For example, we will not sell, trade or rent your personal information to any third parties for marketing purposes without your consent.

## **8. How we use personal information for direct marketing**

We may use your personal information to provide you with news or other information about our products, services, functions, activities or events that may be of interest to you. In each such communication we will describe how you may at any time request not to receive any further such communications from us. We will give effect to your request not to receive any further such communications from us as soon as practicable.

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## **9. How we hold and protect personal information**

We hold personal information that we collect in both physical and electronic storage facilities including paper-based files, computer servers, desktop and laptop computers, tablets, mobile phones and other portable data storage devices.

We protect personal information which we hold from misuse, interference and loss, and from unauthorised access, modification or disclosure using both physical and electronic security measures which include secure premises, physical access restrictions, locked cabinets, video surveillance, secure databases, password access, anti-virus software, data encryption, intrusion detection systems and firewalls.

If we hold any personal information that we no longer need for any purpose for which we may use or disclose the information then we will take reasonable steps to destroy or de-identify the information unless we are required by law to retain the information. We securely destroy credit card details immediately after completion of the relevant transaction and paper-based files after the expiry of seven years.

## **10. How to access, correct and delete your personal information**

You may request to access, correct or delete any of your personal information which we hold. You should promptly notify us if you become aware that any of your personal information which we hold is inaccurate or out-of-date.

We will respond within a reasonable time to a request by you for access to your personal information. We will give you access to your personal information in the manner that you request if it is reasonable and practicable to do so. If we decide not to give you access to your personal information then we will give you written reasons for our decision.

We will respond within a reasonable time to a request by you for the correction or deletion of your personal information.

If you wish to access, correct or delete any of your personal information which we hold, please contact our Privacy Officer using the contact details below. You will be required to verify your identity before you will be permitted to access, correct or delete any of your personal information which we hold.

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## **11. How to make an enquiry or complaint**

If you have an enquiry or complaint about our handling of your personal information, please contact our Privacy Officer using the contact details below. Our Privacy Officer is responsible for dealing with all enquiries and complaints about our handling of personal information.

## **12. How we update our Privacy Policy**

We may update our Privacy Policy from time to time to take into account changes to our information handling practices by publishing an updated version of our Privacy Policy on our Website. You should regularly review the most recent version of our Privacy Policy available on our Website.

## **13. How to contact us**

You may contact our Privacy Officer using the contact details below:

Privacy Officer

ESAM

*Phone:* +61 3 9484 1120

*Email:* [privacy@cattani.com.au](mailto:privacy@cattani.com.au)

*Address:* 280 Dundas Street, Thornbury, Victoria 3071, Australia

*This Privacy Policy is effective as of October 14, 2019*