

# PRIVACY POLICY



**FLEXIHIRE**  
EQUIPMENT HIRE SPECIALISTS

Flexihire recognises the importance of protecting the privacy of the personal information we collect from our customers and prospective customers. We are committed to and bound by the Australian Privacy Principles under the Privacy Act 1988 and Privacy Amendment (Enhancing Privacy Protection) Act 2012.

This statement discloses what information we collect and how we use, disclose and store your personal information, as well as how you can contact us and get access to your information. Our privacy policy applies to all your dealings with us including personal visits to our store locations, by telephone, mail or our website.

## **What personal information do we collect, and how do we get it?**

We collect your personal information from our hire agreements, our credit forms, or what you tell us or show us when you telephone us, visit our hire locations or visit our website. We also collect personal information from credit reporting agencies and from searches we conduct, including the PPS Register. When you are making enquiries about our products and services, we will usually ask you for your name, your contact details including your phone number, address, and email address. This helps us to contact you to answer your enquiry. When you hire any equipment from us, we will request that you supply us with some or all of the following:

- Your name, street address, email address, telephone, mobile and facsimile numbers, your company or business name to identify you, and for us to contact you.
- Details of your Drivers Licence, or a photocopy or digital image of it, so that we can confirm your identity, your residence, and (where applicable) your legal right to drive one of our vehicles (for some equipment other than vehicles, we may also require details of relevant licences or operator competency certificates).
- Your credit card details for the purpose of paying for your hires and purchases from us may be tokenised, and if so, the token will vest in and remain the property of Flexihire at all times.

If you apply for a credit account with us, we may ask for the above information, as well as:

- Your bank account details.
- Trade references to allow us to assess your background; and
- If you are a company, name and address details of all directors of the company.

We do not seek to collect any sensitive information such as ethnic background, political beliefs etc.

## **Sharing of your personal information**

We may occasionally hire other companies to provide services on our behalf, including but not limited to handling customer support enquiries, processing transactions or customer freight shipping. Those companies will be permitted to obtain only the personal information they need to deliver the service. FLEXIHIRE takes reasonable steps to ensure that these organisations are bound by confidentiality and privacy obligations in relation to the protection of your personal information.

## **What do we use this personal information for?**

All information sought is required for our business purposes, which includes:

- responding to your enquiries or requests;
- to provide you with the equipment you wish to hire, and other products and services;
- to provide you with information on products, services or special offers that may be of interest to you;
- to evaluate the needs of our customers and to develop new products;
- internal accounting and administration;
- to protect you and us from fraud;
- delivery and set-up of equipment.

When you visit our website, we may collect the above information from you if you provide it to us. We may also collect logging information about website activities (e.g. date and time of visits, the number of pages viewed, your operating system etc.) using "cookies", as commonly used by most websites. A cookie is a packet of information that allows the hosting computer to identify and interact with you. The cookies do not identify any personal information but may provide us with statistical information that we can use to analyse our services. If your computer does not allow the placement of cookies, your navigation on our website may be restricted.

## Website analytics

To improve your experience on our site, we may use 'cookies'. Cookies are an industry standard and most major web sites use them. A cookie is a small text file that our site may place on your computer as a tool to remember your preferences. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

Our website may contain links to other websites. Please be aware that we are not responsible for the privacy practices of such other sites. When you go to other websites from here, we advise you to be aware and read their privacy policy.

Our website uses Google Analytics, a service which transmits website traffic data to Google servers in the United States. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and webpage usage.

By using this website, you consent to the processing of data about you by Google in the manner described in [Google's Privacy Policy](#) and for the purposes set out above. You can opt out of Google Analytics if you disable or refuse the cookie, disable JavaScript, or [use the opt-out service provided by Google](#).

Our website may also utilise other third party analytics software to help us understand website traffic and webpage usage.

<https://www.flexihire.com.au/> also uses interfaces with social media sites such as Facebook, LinkedIn, Twitter and others. If you choose to "like" or "share" information from this website through these services, you should review the privacy policy of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your visits to this site with other Personal Information

## Capturing Information for Remarketing & Other Online Advertising

- FLEXIHIRE captures information about its website visitors for remarketing & capturing information about similar audiences to advertise online.
- Third-party vendors, including Google and others, may show ads for FLEXIHIRE on various sites across the Internet
- FLEXIHIRE uses third-party vendors, such as Google, to use [cookies](#) to serve ads based on past visits to <https://www.flexihire.com.au/>
- Visitors to <https://www.flexihire.com.au/> can opt out of Google's use of cookies by visiting Google's [Ads Settings](#). Alternatively, visitors can opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt out page](#).
- Your <https://www.flexihire.com.au/> website user data may also be used by FLEXIHIRE for advertising campaigns on other platforms such as Facebook & Instagram from time to time. For additional up-to-date detailed information on Facebook's data policy, see here: <https://www.facebook.com/policy.php>

## Your personal information may be shared with authorised employees of Flexihire.

We assume we have your consent to use your personal information for the above purposes, in particular, for the purposes of sending information to you about our products and services, unless you advise us not to. If you do not want us to contact you or send you information, please let us know.

## Opting Out

You may opt out of receiving promotional materials from us, by emailing [dmin@flexihire.com.au](mailto:dmin@flexihire.com.au)  
Disclosure of your personal information to other parties

Flexihire will not provide any unrelated party (including any overseas recipients) with any personal information it has collected about you. Exceptions may occur where:

- Flexihire believes in good faith that you have consented;
- We use external service providers e.g. mailing houses to mail promotional material to you. The information will be provided to our external service providers on a confidential basis for the purposes of our business only, and we will take reasonable steps to ensure that it is dealt with according to the same high standards as we use;
- a law enforcement agency, or other government agency, is exercising its legal authority and has asked Flexihire to provide access to that information;
- you are in default of a hire contract or other contractual commitment to us, in which case we may need to release your details and the relevant history of your transactions with us to our legal advisers, debt collection agencies, credit reference bodies, or industry associations.
- we are asked to share that information with a credit bureau or reporting agency. Other than the purposes above, we will not disclose your information unless with your consent, or as required or authorised by law.

Flexihire also uses Google Analytics to collect and process information. For further details please view "How Google uses data when you use our partners' sites or apps" (located online at <https://policies.google.com/privacy/partners>)

Other than the purposes above, we will not disclose your information unless with your consent, or as required or authorised by law.

## Protecting your personal information

We store information in different ways, including in hard copy and electronic form. We take all reasonable care to ensure that the personal information about you is protected from loss, misuse or alteration. We also have electronic security systems in place to protect your personal information transmitted through our website. Access to your information will be restricted to authorised staff of Flexihire.

### **Gaining access to your personal information**

You have a right to access the personal information we store about you. If you wish to access your information, please write to us (our contact details are at the end of this statement). Subject to verification of your identity, we will provide you with access to any information we are holding about you as soon as practicable. We may charge you the reasonable costs of processing your request.

### **Keeping your personal information accurate and up to date**

If you find that the information we hold about you is inaccurate, incomplete, or out of date, please let us know, and we will take reasonable steps to correct it.

### **Dealing with us**

You can refuse to provide us with your personal information if you are making general inquiries about our products and services.

However, we may not be able to answer your requests in some cases, or conduct business with you, if you refuse to disclose the personal information that we require.

### **Changes to this Privacy Policy**

FLEXIHIRE reserves the right to make amendments to this Privacy Policy at any time. If you have objections to the Privacy Policy, you should not access or use the site.

### **Contacting us**

To obtain more information about our privacy policy and how we manage your personal information, please call 07 3193 7617 to speak to our Customer Service Representative, or you may write to us at PO Box 267, Carole Park QLD 4300 or email [admin@flexihire.com.au](mailto:admin@flexihire.com.au). If

you have any complaint about the effect of our Privacy Policy on you, you may write directly for the personal attention of our Managing Director, at the same address. Your complaint will then be considered and a reply will be made to you with an appropriate response confirming any further action to be taken. If you are still not satisfied with the outcome of your complaint, you may refer your complaint to the Office of the Australian Information Commissioner see [www.oaic.gov.au](http://www.oaic.gov.au). For matters relating to privacy and confidentiality you have the right to contact: Office of the Australian Information Commissioner GPO Box 5218 Sydney NSW 2001, Ph: 1300 363 992.