



privacy policy

This Privacy Policy governs the manner in which Tactical Directions Pty Ltd (ABN 97 615 439 006) (referred to as “we”, “us” and “our”) handles personal information (referred to as “information”) that we may collect from you (referred to as “you” or “your”) in the course of our business activities.

Please read this Privacy Policy carefully and contact us if you have any questions using the contact details at the end of this document. You providing us with information indicates that you have had sufficient opportunity to access this Privacy Policy and that you consent to us collecting, using and disclosing your information in accordance with it.

1. Collection of information

What types of information do you collect? The types of information we collect may include, but are not limited to:

- name and position;
- contact details including email addresses, addresses and telephone numbers; and
- credit or debit card information.

How do you collect information? We collect information in a variety of ways, including but not limited to when you:

- opt into a program that we offer;
- accept any of our offers;
- being engaged in our programs and marketing initiatives;
- register on one of our websites;
- purchase one of our client's products from one of our websites;
- use a mobile application we are managing for one of our clients; or
- ask or agree to be put on one of our mailing lists.

What if my information is collected from a third party? If we receive your information from third parties, we will handle it in accordance with this Privacy Policy.

What about non-personal information? We may also collect technical information about users of our websites such as the browser name, type of computer, the operating system and the service provider that was used, and sometimes we ask you for your product preferences and personal opinions.

2. Purposes of collection

Why do you collect information? The purposes of collection include, but are not limited to:

- running marketing campaigns for our clients;
- selling our client's products to you;
- managing our client's mobile applications;
- conducting surveys for ourselves and for our clients;
- running trade promotions;
- notifying you of special offers;
- optimising our websites and improving our services; and
- sending you promotional information about our clients and their products.

What if I am only buying a product from you? Then we will not use your information for any other purpose than processing that transaction unless we have your express opt-in at the time of your order.

3. Disclosure of information to third parties

Do you ever disclose information to third parties? We will not disclose your information to our clients, however we may disclose information to:

- any agents or contractors assisting us in the above activities;
- courts and other legal authorities as required by law or as necessary for us to protect our rights;
- credit reporting agencies, courts and other legal authorities if we need to recover money owing to us;



- purchasers and potential purchasers of our business; and third parties who analyse website usage data, for example Google Analytics.

Where appropriate we will request that the third party follow this Privacy Policy regarding handling of the information, and we will not disclose information to parties that will be storing it outside of Australia.

What if you sell your business? If we sell our business, we may transfer our user databases, together with any information and non-personal information contained in those databases.

4. Your rights

Do I have to give you my information? You do not have to provide your information to us but refusing may prevent you from engaging in our programs or properly using our websites and/or apps.

What if I give you information belonging to a third party? Then you warrant that you have the third party's consent to provide it.

Can I change my mind? Yes. For example if you have previously agreed to us using your information for direct marketing purposes, you may change your mind at any time by contacting us at the email address listed in this Privacy Policy or by using the functional unsubscribe facility on any of the commercial electronic messages you receive from us. Every time we send you a message on behalf of one of our clients, we will provide you with the option of opting out from receiving any more messages about that client, or opting out from receiving any more messages from us altogether.

Can I get access to my information? Yes you can, on payment of an administrative fee and subject to the provisions of the Privacy Act 1988 (Cth), as amended.

Can I correct my information? Yes. If you believe that any information we hold about you is incorrect please contact us by email. We will correct any information found to be incorrect.

How do I make a complaint? If you have a complaint about the way we have handled your information, please contact us by email setting out the details of your complaint. We will investigate your complaint and respond to you in writing setting out the outcome of our investigation and any action we are going to take to deal with your complaint.

5. Data protection

What protections do you use? We have put in place industry standard processes and procedures to safeguard and secure the information and protect it from data breaches once it is received by us, however we cannot guarantee the security of information submitted online, despite the fact that the exchange of data occurs over an SSL secured communication channel and is encrypted and protected with digital signatures.

6. Cookies & Web Beacons

What are cookies? We may use cookies on our websites from time to time to enhance user experience. Cookies are text files placed on your hard drive by your computer's web browser to store your preferences and to track information. Cookies, by themselves, do not tell us your e-mail address or other information. However, they do allow third parties such as Google and Facebook to cause advertisements to appear on your social media and online media feeds. If and when you choose to provide the Site with information, this information may be linked to the data stored in the cookie.

What are web beacons? We may use web beacons on our websites from time to time. Web beacons are small pieces of code placed on a web page to monitor the visitors' behaviour and collect data about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page.

What about website analytics? We may use Google Analytics or a similar service to collect and process data. To find out how Google uses data when you use third party websites or applications, please see www.google.com/policies/privacy/partners/ or any other URL Google may use from time to time.

7. Amendments

Can you change this Policy? We may amend this Privacy Policy from time to time. Your continued engagement with us and use of our services or websites following any amendments indicates that you accept the amendments. We recommend that you check this Privacy Policy regularly to ensure you are aware of any changes, and only provide further information if you accept the new Privacy Policy.



If you have questions or complaints please contact:

- Tactical Directions Pty Ltd (ABN 97 615 439 006)
- Head Office: Suite 404, 20 Bungan Street, Mona Vale NSW 2103
- Phone: (02) 9998 5333
- Email: info@tdirections.com.au