

Privacy Policy

Revised June 2017

Preferred Media Pty Limited (**Preferred Media**) has created this privacy policy in order to demonstrate our firm commitment to the privacy of our customers and guests. The following discloses our information gathering and dissemination practices for www.preferredmedia.com.au, any other website through which we conduct business, and for personal information we collect by any other means (including over the phone and by email).

Your acceptance of these terms/modifications

By using this website and our services, you indicate your acceptance of all terms of this Privacy Policy. If you do not agree to this policy, please do not use our websites. Your continued use of any Preferred Media website following the posting of changes to these terms indicates your acceptance of those changes.

Other Information We Collect and Our Use and Disclosure of Your Information

The types of information we collect and hold about you include your name, address, email address and telephone number.

Our website's registration form requires you to provide your company name and address, the primary user's name, create a password, and provide certain contact information. The customer's contact information is used to contact the visitor when necessary in the day to day running of the website. Additional information may be collected in connection with your use of our "*Preferred Connection*" web interface.

We also occasionally send emails and newsletters to our users, announcing special promotions changes in our services, and other information we believe will be of interest to our users. Users may opt-out of receiving future mailings; see the choice/opt-out section below. Demographic and profile data is also collected at our site. This information may be shared with advertisers and our partners on an individual or aggregate basis.

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual. Cookies in use on our site include **Google Analytics** cookies. We have enabled Google Analytics Remarketing and Demographics

and Interest Reporting.

Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Like many services, Google Analytics uses first-party cookies to track visitor interactions as in our case. We use the information to compile reports; to help us improve our site, and to enable tailored advertising based on your use of our site. Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page. Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. **You can opt out of Google Analytics without affecting how you visit our site** – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this [Google page](#).

If you complete a subscription, registration or enquiry form on our site, the personal information in that form may be connected to data about your previous interactions with our site so that we understand more about you and can serve you better.

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on our site, we may collect such information into a file specific to you. We would use information in the file that we maintain for you, and other information that we obtain from your use of the services, to resolve disputes, troubleshoot problems and enforce our [Terms of Use](#).

None of the information you provide will be shared with any third parties without your consent, and your information will never be used to solicit your purchase of third party goods or services.

We may also use your personal information for the purposes of our internal administrative, research, planning, marketing, campaigns and project development.

We won't use or disclose your personal information for any secondary purpose, unless:

- a) that secondary purpose is related to the primary purpose for which we collect that information and you would reasonably expect the disclosure in the circumstances; or
- b) you have given us your consent.

We cannot ensure that all of your private communications and other personally identifiable information will never be disclosed in ways not otherwise described in this Privacy Policy. For example, we may be forced to disclose information to the government or third parties under certain circumstances, or third parties may unlawfully intercept or access transmissions or private communications. We can (and you authorize us to) disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose us to legal liability.

Security

Preferred Media has security measures in place to protect the loss, misuse and alteration of the information under our control. All user information is stored on a server operated using standard security measures. Notwithstanding these efforts, we caution you that “perfect security” does not exist on the Internet and therefore you share information at your own risk.

Choice/Opt-Out

Preferred Media gives users the following options for removing their information from our database to not receive future communications or to no longer receive our service. To keep you in control of your personal information and the communications directed to you, we allow you to opt out of the following services: receiving communications (including our newsletters) from us about new Preferred Media service offerings. If you object to such use for any reason, you may stop that use by modifying your member information online.

Correct/Update/Access

Users can visit [My Account](#) to change or modify information previously provided.

If you believe personal information we hold about you is not up to date or accurate, you may ask us to correct it.

You may ask us to provide you with details of the personal information we hold about you, and copies of that information. We will respond to your request and attempt to provide you with the data within 30 days of receipt of your request.

If we provide you with copies of the information you have requested, we may charge you a reasonable fee to cover the administrative costs of providing you with that information.

Please direct all request for access and correction to:

Preferred Media
1 Chaplin Drive, Lane Cove West

NSW, 2066

E-mail: storeit@preferredmedia.com.au

Complaints

If you consider a breach of the Australian privacy laws or your rights in relation to privacy has occurred, you may direct your query to the details listed above and we will attempt to resolve your complaint.

If you do not consider our response satisfactory, you may contact the Australian Privacy Commissioner at its website www.oaic.gov.au or by telephone on 1300 363 992.

Changes to this policy

Please note that this Privacy Policy may change from time to time.