

## Privacy Policy

MACHINERY DISTRIBUTORS AUSTRALIA PTY LTD ('we,' 'our,' or 'us') is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store, and disclose your information when you interact with our website and services.

### 1. Business Information

Company Name: MACHINERY DISTRIBUTORS AUSTRALIA PTY LTD

ABN: 23 684 883 716

Business Address: 37A Mary Terrace, Murray Bridge SA 5253

Contact Details: admin@machineryda.com.au | (08) 7554 2721

### 2. Types of Data Collected

We may collect the following types of data:

- Personal Data: Name, email, phone number, address, and other contact information.
- Billing Information: Payments are made via direct transfers to our bank account. We do not collect or store credit card or banking information unless a refund is necessary.
- Website Usage Data: Cookies, IP addresses, browser type, and referring pages.
- Third-Party Data: Information collected through services such as Google Analytics.

### 3. How Data is Collected

- Direct Collection: Through website forms, sign-ups, account registrations, quote requests, and transaction details.
- Automated Collection: Cookies, tracking technologies, and logs.
- Third-Party Sources: Social media integrations and Hubspot.

### 4. Purpose of Data Collection

We collect and process data for the following purposes:

- Customer communication and support.
- Order processing and transactions.
- Marketing and promotional activities.
- Improving website functionality and user experience.
- Legal and security compliance.

### 5. Data Storage & Security

- Data is encrypted and stored securely.
- We implement security measures to protect your personal information.

- Data is retained only as long as necessary to fulfill legal or business obligations.

## **6. Sharing of Data**

We may share data in the following circumstances:

- With third-party service providers, including marketing agencies, payment processors, and analytics tools.
- To comply with legal obligations or law enforcement requests.
- With third-party tools such as Stripe for payments and Google Analytics for tracking website activity.

## **7. Cookies & Tracking Technologies**

- We use cookies to enhance user experience and track website usage.
- Third-party cookies may be used for analytics and advertising.
- Users can manage cookie preferences and opt-out via browser settings.

## **8. User Rights & Choices**

Users have the following rights regarding their data:

- The right to access, modify, or delete personal information.
- The ability to opt out of marketing communications.
- Requests for data removal can be made by contacting [admin@murraybridgehire.com.au](mailto:admin@murraybridgehire.com.au).

## **9. Legal Compliance**

We comply with applicable privacy laws, including:

- Australia: Privacy Act 1988 (Cth) and Australian Privacy Principles (APPs).
- EU (if applicable): General Data Protection Regulation (GDPR).
- US (if applicable): California Consumer Privacy Act (CCPA).

## **10. Third-Party Links & External Websites**

Our website may contain links to third-party websites. We are not responsible for their privacy practices and encourage users to review their policies before providing personal information.

## **11. Policy Updates**

We may update this Privacy Policy periodically. Changes will be communicated via our website or through email notifications where applicable.

## **12. Children's Privacy**

Our website is not directed at children under 13 years of age. We do not knowingly collect personal information from children. If you believe we have collected such data, please contact us to request removal.

For any privacy-related inquiries, please contact us at [admin@machineryda.com.au](mailto:admin@machineryda.com.au) or call (08) 7554 2721.

Effective Date: 11/3/25