

INTERNET PRIVACY POLICY

Scope

This Privacy Policy applies to all the publicly accessible pages on the Shmick Communications Direct site located at <http://www.shmickdirect.com.au>

Users of the Shmick Communications Direct site are entitled to expect that any information gathered as a result of that use will be handled responsibly and in a manner which incorporates the objectives of the Australian Commonwealth Government's "National Privacy Principles".

1 What information do we collect?

When you look at the pages on our site, our ISP's (Internet Service Provider's) computers automatically record information that identifies for example:

- the IP (Internet Protocol) address of the machine which accessed it;
- your top-level domain name;
- the date and time of your visit to the site;
- the pages accessed and documents downloaded.

Cookies are not used from the Shmick Communications Direct site to collect information.

If you are an existing or prospective customer of Shmick Communications Direct, register for internet ordering, or you subscribe to our email newsletter, we collect personal information such as name, title, company, email address, etc.

2 How do we use the information collected?

This information collected is used for the purpose of communicating with you, for the purpose for which it was collected and to identify patterns of usage of the site that will assist us in improving the site and the services offered on it.

Shmick Communications Direct will only use or disclose information for the purpose for which it was collected unless the person has consented, or that such disclosure is reasonably expected, or the use is for direct marketing, or in circumstances related to public interest such as law enforcement.

3 Accuracy of information

Shmick Communications Direct seek to take reasonable steps to make sure that the personal information it collects, uses or discloses is accurate, complete and up-to-date.

4 Is the information stored securely?

Information collected is stored in an appropriately secure format and held for archival purposes. Shmick Communications Direct takes reasonable steps to protect the personal information it holds from misuse and loss and from unauthorised access, modification or disclosure.

5 Will this policy be updated over time?

Due to the developing nature of privacy principles for online communication, this policy may be modified or expanded in light of new developments or issues that may arise from time to time. The amended policy will be posted to this site and will operate from the time it is posted.

6 Do I have access to enable correction of information?

On written request, Shmick Communications Direct will give an individual access to personal information it holds about the individual in accordance with the relevant Privacy Act legislation. Registered internet ordering users have the ability to enter, modify and remove their details from our database.

7 Identifying Codes

Shmick Communications Direct will not adopt, use or disclose any identifying code that has been assigned by a Commonwealth government agency. Code numbers used within our system may refer to codes used by the customer organisation, or be developed to satisfy requirements of our internal procedures.

8 May I view this site anonymously?

Shmick Communications Direct do not require an individual's personal details to enable them to view this site, however information as listed in item 1 above will be recorded. For an individual to subscribe to our email newsletter, or register for internet ordering it is a requirement that we record personal information such as name, contact details etc. as a matter of security.

9 Will Shmick Communications Direct transfer personal information to any other party?

The information gathered is not disclosed to any third party with the exception of the third party providing a service to Shmick Communications Direct (direct mail service, email broadcast service etc). Where possible we will endeavour to ensure that the information continues to receive appropriate protection.

10 Do Shmick Communications Direct seek sensitive information?

The information collection required by Shmick Communications Direct for the purposes of the internet site is not considered to be of a sensitive nature. Users may enter optional information if they wish (eg. during email newsletter registration), but are under no obligation to do so.