



Prime Thoroughbreds Pty Ltd
ABN 39 080 024 684

PRIVACY POLICY

March 2014

Prime Thoroughbreds Pty Ltd

PRIVACY POLICY

Background

This policy outlines the ongoing obligations to you by Prime Thoroughbreds Pty Ltd in respect of how we manage your Personal Information.

We have adopted the 10 National Privacy Principles contained in the Commonwealth Privacy Act 1988 which came into effect on 21 December 2001.

These principles govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the National Privacy Principles may be obtained from the website of The Office of the Federal Privacy Commissioner at www.privacy.gov.au.

What is Personal Information and why do we collect it

Personal Information is information or an opinion that identifies an individual.

Examples of Personal Information we collect include: names, addresses, email addresses, phone and facsimile numbers. This Personal Information is obtained in many ways including interviews, correspondence, by telephone and facsimile, by email, via our website www.primethoroughbreds.com.au and from third parties.

We collect your Personal Information for the primary purpose of providing our services to you. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time; all you need to do is let us know.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only for the primary purpose for which it was obtained, for a secondary purpose that is directly related to the primary purpose, with your consent; or where required or authorised by law.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take all reasonable steps to ensure that you are made aware of the information provided to us by such third party.

Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following: to third parties where you consent to the use or disclosure and where required or authorised by law.

Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information.

Access to your Personal Information

National Privacy Principle 6 provides you with the right to access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please make out your request to the CEO in writing at the address shown below.

Prime Thoroughbreds Pty Ltd will not charge any fee for your access request, but may charge a small administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information we may require identification from you before releasing such information.

Maintaining the Quality of your Personal Information

It is an important part of providing our services to you that your Personal Information is up to date. National Privacy Principle 3 provides that we take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date.

It is important that you advise us at the earliest opportunity of any changes to your Personal Information so that our records can be updated.

Privacy Policy Updates

This policy may change from time to time. The current Prime Thoroughbreds Pty Ltd Privacy Policy is available at www.primethoroughbreds.com.au

Complaints

You can lodge a complaint with us about any breach of our Privacy Policy and our privacy obligations to you by contacting us.

Privacy Policy Enquiries

If you have any queries about our Privacy Policy please contact us at:

The Chief Executive Officer
Prime Thoroughbreds Pty Ltd
PO Box 7274
BEAUMARIS VIC 3193
Australia
E-mail: joe@primethoroughbreds.com.au