

## Privacy Statement

Edentify Pty Limited ("**Edentify**") is committed to observing the Australian Privacy Principles as set out in the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*, which amends the *Privacy Act 1988*.

Edentify has adopted all principles set forth in the Australian Privacy Principles that govern the collection, use, disclosure, quality, security, access and correction of information that personally identifies an individual ("**Personal Information**"). This Policy Statement applies to all Personal Information that Edentify may collect, use and disclose, whether that information is manually or digitally processed.

Edentify recommends that you keep this Policy Statement for future reference.

### 1. What Personal Information does Edentify hold?

Generally, Edentify only keeps a record of Personal Information such as names, addresses, contact numbers, occupations, email addresses and any other information provided to it.

All information collected is required and used for Edentify's business purposes only.

Edentify does not actively seek to collect sensitive information (for example health information, or information about racial or ethnic origin or criminal record) unless it becomes necessary for its business purposes. If Edentify does have to collect sensitive information, it will do so in accordance with the Australian Privacy Principles.

### 2. Collecting, Using and Disclosing Personal Information

Edentify provides a system, the **ToolBox**, which provides data collection and electronic mail Services ("**Services**"), for organisations that use our services (the "**Client**"). The use of the **ToolBox** may involve the collection of Personal Information ("**Respondent**").

#### 2.1 Collecting Consumer opinion

Through the use of the **ToolBox** Edentify may collect Personal Information directly from the Respondent on behalf of the Client.

Information collected is stored on Edentify's servers. Edentify provides a reporting system for Clients and reports may contain Personal Information of the Respondent.

Any Personal Information collected by Edentify directly from Respondents is only provided to the Client who created the particular job.

#### 2.2 Edentify's Email Services

Clients retain Edentify to format and/or deliver/transmit certain messages and provide information to their subscriber recipients ("**Recipients**").

In the course of providing those Services, Edentify collects from Clients Personal Information relating to the Client and their Recipients.

Edentify only uses that Personal Information to format and/or transmit the content of the messages that Clients send to their Recipients via our Services.

In all cases, Edentify simply acts as a carrier for the Client's message.

### **3. Other Disclosure of Personal Information**

Edentify does not disclose Personal Information that it holds about Clients, Respondents or Recipients to third parties without their consent, unless permitted under the Australian Privacy Principles or unless otherwise required by law.

Edentify respects the privacy of users visiting our website and does not share any personally identifiable information with any third parties.

### **4. Data Integrity**

Edentify only uses Personal Information necessary to perform the Services requested.

Occasionally, Clients provide more Personal Information than is necessary for that purpose (for example, providing us with a name, street address and e-mail address, when only the name and e-mail address are necessary). In such cases, Edentify identifies and utilises the required data. The rest of the data remains secure and unused until it is destroyed or returned to the Client, upon request.

Edentify only stores Personal Information when specifically requested to do so by the Client, or as part of standard back-up/archiving process.

All archived files are stored in a secure facility.

### **5. Data Security**

Edentify utilises reasonable and appropriate protections to ensure that Personal Information in its care is not misused or lost or accessed without proper authorisation. Access to Personal Information stored on Edentify servers is restricted to those employees or contractors who require such access to perform a legitimate business purpose relating to the Services, maintenance, internal security or other related issues.

All Edentify employees and contractors, as a prerequisite for employment, are required to sign a strict and detailed confidentiality agreement in relation to the Personal Information that they will have access to.

### **6. Correction of Personal Information**

Edentify takes reasonable steps to ensure that all Personal Information that it holds is accurate, complete and up to date. Recipients should promptly notify their Client if there are any changes to their Personal Information and the Client should then promptly notify Edentify of such changes.

Clients and other individuals should also promptly notify Edentify if any Personal Information that we hold about them is incorrect or out of date.

### **7. Access to Personal Information**

Individual Recipients seeking access to their Personal Information that Edentify has received from its Client should contact the Client directly.

Edentify would be happy to provide access to such Personal Information, to any interested Recipient upon request, providing appropriate identification is made available and the Client consents to the release of the information.

Clients and other individuals can request access at any time to Personal Information which Edentify holds about them, provided appropriate identification is made available.

Edentify will process all requests for access within a reasonable time. In certain circumstances, we are permitted by the Australian Privacy Principles to deny requests for access or limit the access we provide. If we refuse or limit access to your Personal Information, we will tell you the reason why.

## 8. Acquisition, Merger or Bankruptcy

In the event Edentify, its Parent or any of its Affiliates or Subsidiaries is acquired by another entity, or merges with a third party, the Successor Entity will be bound to respect the provisions of this Policy, with regard to any Personal Information in its possession prior to the acquisition or merger. In the event of bankruptcy, the provisions of applicable law will apply.

## 9. Privacy Officer

If you have any enquiries, concerns or complaints relating to this Privacy Policy or practices, or you wish to request access to any of the Personal Information Edentify holds about you, please contact Edentify's Privacy Officer as follows:

Email: [support@edentify.com.au](mailto:support@edentify.com.au)

Phone: +61 2 9098 6900

Mail: The Privacy Officer  
Edentify Pty Ltd  
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