

## **Privacy Policy**

FARMCENTRAL's Customer Privacy Policy covers the collection, use, and disclosure of personal information that may be collected by FARMCENTRAL anytime you interact with FARMCENTRAL'S website. Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at FARMCENTRAL, and we go to great lengths to protect it.

### **Personal information**

FARMCENTRAL collects your personal information because it helps us to ensure that we can deliver a superior level of service. It enables us to give you convenient access to our services and focus on categories of greatest interest to you. In addition, your personal information helps us keep you posted on the latest Website upgrades, announcements, special offers, and events that may interest you..

If you do not want FARMCENTRAL to keep you up to date with FARMCENTRAL news, and the latest information upgrades etc visit [www.farmcentral.com.au](http://www.farmcentral.com.au) and unregister.

### **What information we collect and how we may use it**

There are a number of situations in which your personal information may help us give you better products. For example:

When you interact with FARMCENTRAL, we collect personal information relevant to the situation, such as your name, mailing address, phone number, email address, and contact preferences. We also collect information for market research purposes to gain a better understanding of our customers and thus provide more valuable service. We collect information regarding customer activities on our website. This helps us to determine how best to provide useful information to customers and to understand which parts of our website, and Internet service are of most interest to them. We may use personal information to provide products that you have requested as well as for auditing, research, and analysis to improve FARMCENTRAL's services and category range.

Publicly displayed information is public

If you use our Business Service Directory you should be aware that any information you post is visible to other users. Personally identifiable information you submit can be read, collected, or used by other individuals to send you unsolicited messages. FARMCENTRAL is not responsible for the personally identifiable information you choose to submit to advertise.

### **When we disclose your information**

FARMCENTRAL takes your privacy very seriously. FARMCENTRAL does not sell or rent your contact information to other marketers.

## **Within the FARMCENTRAL Group**

To help us provide superior service, your personal information may be shared with legal entities within the FARMCENTRAL group globally who will take steps to safeguard it in accordance with FARMCENTRAL's privacy policy.

## **With our service providers, vendors, and strategic partners**

There are also times when it may be advantageous for FARMCENTRAL to make certain personal information about you available to companies that FARMCENTRAL has a strategic relationship with or that perform work for FARMCENTRAL to provide products and services to you on our behalf.

At times we may be required by law or litigation to disclose your personal information. We may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary.

## **How we protect your personal information**

FARMCENTRAL takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

You can help us by also taking precautions to protect your personal data when you are on the Internet. Change your passwords often using a combination of letters and numbers, and make sure you use a secure web browser like Firefox.

## **Integrity of your personal information**

**FARMCENTRAL has safeguards in place to keep your personal information accurate, complete, and up to date for the purposes for which it is used. Naturally, you always have the right to access and correct the personal information you have provided. You can help us ensure that your contact information and preferences are accurate, complete, and up to date by checking at [www.FarmCentral.com.au/user/profile](http://www.FarmCentral.com.au/user/profile).**

## **Our companywide commitment to your privacy**

FARMCENTRAL takes protecting your privacy very seriously, and we ask that you contact us by email [info@farmcentral.com.au](mailto:info@farmcentral.com.au) if you have any concerns.