

Privacy Policy

Binford Tech ABN 71 026 613 720

This Privacy Policy outlines our ongoing obligations to you in relation to how we collect, use, disclose, store, protect and manage your personal information when you use our website or interact with our business. We are committed to providing quality services to you and protecting your privacy.

We comply with the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (Privacy Act). Further information about the Australian Privacy Principles can be obtained from the website of the Office of the Australian Information Commissioner at [OAIC Official Website](#).

1. What Personal Information We Collect

We may collect personal information including:

- Your full name
- Email address
- Phone number
- Business or company name
- Postal or billing address
- Payment and transaction details
- Information submitted through forms or enquiries
- Website usage data
- IP address and browser/device information

We only collect information reasonably necessary for our business activities and services.

2. How We Collect Personal Information

We collect personal information directly from you when you:

- Contact us through our website
- Submit an enquiry form
- Email or phone us
- Request a quote
- Purchase products or services
- Subscribe to newsletters or updates

We may also collect information automatically through cookies, analytics tools and website technologies.

3. Use of Personal Information

We collect personal information such as your name, email address and phone number when you contact us through our website. We use this information to respond to enquiries and provide our services. We may also collect website usage data through cookies and analytics tools.

We may also use your personal information to:

- Provide customer support
- Process transactions and invoices
- Improve our website and services
- Send updates, promotions or newsletters
- Maintain internal business records
- Comply with legal obligations

4. Consent

By using our products and services you agree to this Privacy Policy and consent to the collection and use of information by us in accordance with this Privacy Policy.

5. Cookies and Analytics

Our website may use cookies and similar technologies to improve functionality and analyse website traffic.

We may use third-party services such as:

- Google Analytics
- Meta/Facebook Pixel
- Email marketing software
- Website hosting providers

These providers may collect information including IP addresses, browser type, pages visited and usage patterns. You can disable cookies through your browser settings, although some features of the website may not function correctly.

6. Disclosure of Personal Information

We may disclose your personal information to:

- Payment processing providers
- Website hosting and IT service providers
- Marketing or email service providers
- Professional advisers such as accountants or lawyers
- Government or regulatory authorities where required by law

We do not sell or rent personal information to third parties.

7. Overseas Disclosure

Some of our third-party service providers may store or process personal information overseas, including in countries such as the United States. Where personal information is disclosed overseas, we take reasonable steps to ensure it is handled in accordance with Australian privacy laws.

8. Security of Personal Information

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, interference, modification or disclosure.

Security measures may include:

- Secure servers and hosting
- SSL encryption
- Password-protected systems
- Restricted staff access

While we take reasonable precautions, no method of transmission over the internet is completely secure.

9. Access and Correction

You may request access to the personal information we hold about you and request corrections if your information is inaccurate, incomplete or outdated. To make a request, please contact us using the details below. We may require proof of identity before processing requests.

10. Marketing Communications

We may send marketing or promotional communications where permitted by law.

You may opt out of receiving marketing communications at any time by:

- Clicking the unsubscribe link in emails
- Contacting us directly

11. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of external websites. We encourage users to review the privacy policies of those websites.

12. Retention of Information

We retain personal information only for as long as reasonably necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. When information is no longer required, we take reasonable steps to securely destroy or de-identify it.

13. Changes to This Privacy Policy

We reserve the right to update, amend, remove or vary this Privacy Policy from time to time without notice. Any changes to this Privacy Policy will be published on this page.

14. Privacy Policy Complaints & Enquiries

If you believe we have breached the Australian Privacy Principles or mishandled your personal information, please contact us using the details below. We will investigate complaints and respond within a reasonable timeframe.

Binford Tech
enquiries@binfordtech.com.au
1300 288 308

If you are not satisfied with our response, you may contact:

Office of the Australian Information Commissioner
1300 363 992
enquiries@oaic.gov.au
[OAIC Official Website](#)