

# Privacy Policy

## LifeLike Group Pty Ltd Privacy Policy

LifeLike Group Pty Ltd, its Assigns and Subsidiaries (here after referred to as LIFELIKE) supports the guidelines established by the 'National Privacy Principles for the Fair Handling of Personal Information' which set clear standards for the collection, access, storage and use of personal information which we obtain as part of our business operations.

Our policies and procedures are designed to ensure that all personal information, no matter how or where it is obtained, is handled sensitively, securely, and in accordance with the National Privacy Principles.

The only information we collect from those we deal with, is that which is necessary for our business operations to adequately service our customers.

The main information that LIFELIKE may collect is your name, company, address, telephone number, fax number or email address. This data is required in most cases, so that we can fulfil our service by shipping goods directly to you.

For your protection, if you have purchased goods off us we will also retain data in relation to serial numbers for those products in the event that it is stolen. This information is also used to verify warranty conditions.

Additional information may be collected from time to time for the purposes of customer services and marketing analysis.

Generally there is no obligation for you provide any information we may have requested. However, if you choose to withhold requested information, LIFELIKE may not be able to provide you with the goods or services that depend on the collection of that information.

If you are hiring equipment from our hire department, we shall require further information including your home / residential address, all locations where the equipment is to be stored and/or used whilst on hire, a copy of your drivers licence, Passport and/or other identification documents to make up 100 points of ID. If you fail to or refuse to provide this information, LIFELIKE will be unable to fulfill upon the hire. Please refer to our Terms and Conditions of Hire for further information.

LIFELIKE takes all reasonable steps to ensure the privacy of Personal Information held. Our Information Technology (IT) systems are protected by password and are limited to strict access. Anti-virus software is regularly updated to protect against computer viruses. The ordering section of our internet site is a secure site using SSL

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encryption and any personal information you enter there will not be available to unauthorised personnel. Our physical premises also have restricted access, requiring a secure access pass to enter.

Our online cloud based software applications and data storage are secured by password access and where available 2 factor authentication.

LIFELIKE does not sell, rent or trade your personal information with any third parties. At times it may be necessary for LIFELIKE to disclose information to our trade partners. In such cases, LIFELIKE will take steps to ensure that these external parties comply with the National Privacy Principles for handling this information.

Except where the law says otherwise, the only external organisation which we may allow access to your details is credit card/credit reference companies for finance approval, to a collection agency, to our lawyers or to the police.

Unless you request otherwise, LIFELIKE will hold the information you have provided indefinitely. At minimum, your information shall be retained for no less than 7 years.

Under the Privacy Act, you have the right to seek access to any personal information held by LIFELIKE at any time. If any of your personal information is incorrect or incomplete, you can ask LIFELIKE to change or update it at any time, should you wish to success or update your information, please forward your request in writing to:

The Privacy Officer  
LIFELIKE GROUP PTY LTD  
PO BOX 421  
RYDE NSW 1680  
Ph. 02 8880 6766  
Email: [privacy@lifelike.com.au](mailto:privacy@lifelike.com.au)