

Sdirect Privacy Policy

Sdirect is bound by the National Privacy principles contained in the Privacy Act 1988. This policy outlines our obligations in managing the personal information we hold about:

1. our clients and prospective clients; and
2. our clients' customers and prospective customers.

Collection, types and purpose of personal information we hold:

The personal information we collect or handle falls into two categories

1. The first category of personal information held by Sdirect will normally comprise:
 - i. Contact details: name, address, email, telephone numbers
 - ii. Work-related information: organisation name, job title, company profile
 - iii. Other details which are relevant to the service provided
 - iv. Transaction details

This information is collected through our normal business dealings, via electronic or personal interaction, and from public or commercial sources.

This information is held to market the products and services of Sdirect and to conduct our normal business activities.

2. The second category of personal information held by Practical Marketing is provided to us by our clients, and may comprise of the following types of information:

- i. Contact details: name, address, email, telephone numbers
- ii. Business-related or personal demographic data
- iii. Transaction history
- iv. Contact history
- v. Other marketing-related data

We may analyse this information and use it for strategic planning and targeted marketing campaigns on behalf of our clients. This information will not be used for any other purpose.

Disclosure of data to third parties

In order to carry out our services it may be necessary for Practical Marketing to use another organisation, contractor or specialist. All contractors and third parties used are bound by our standard client confidentiality agreements.

Personal information is stored and transferred securely.

Enquiries

To find out more about Practical Marketing data management practices; gain access to information we hold about you; or inform us of concerns you may have about the use of personal data we hold about you or your customers, please contact James: james@sdirect.com.au

The information provided in this document, is current as of 15/07/2010.

