



PORSCHE

Porsche Centre Sydney South

PRIVACY POLICY & PRIVACY ACT

PRIVACY ACT

The Privacy Act 1998 came into operation on 1 January 1989. While principally addressing the privacy of personal data held by Federal government agencies, the Act is also the vehicle by which a number of other information privacy protection measures have been brought into effect. The main areas of legislation are as follows:

- Personal Information held by Federal Government Agencies

Federal agencies who process information about living people must comply with a set of best practice statements known as the Information Privacy Principles.

Inter-agency matching of personal data can only be carried out in compliance with Data Matching regulations (Government).

- Tax File Numbers

Any persons dealing with Tax File Numbers must comply with a set of standards known as the Tax File Number Guidelines.

- Personal Credit Information

Any persons dealing with credit information must comply with a set of guidelines known as the Credit Reporting Code of Conduct.

Any customer information must be managed in a professional and ethical manner with regard to use and distribution of internal records. If customer records contain information of a personal nature, that information is not to be used for any other purpose or disclosed outside the organisation without the permission of the customer or the individual concerned.

The following guidelines should be adhered to:

- Collecting personal information only if it is necessary for your business activities and only by lawful and fair means;
- Communicating who you are, how you collect information and what you do with it;
- Using and disclosing personal information only as advised to, or as consented by, the individual;
- Ensuring quality of the data is accurate, complete and up-to-date;
- Protecting personal information received and de-identifying it where necessary;
- Allowing individuals to access and correct their personal information;

- Developing and publicising a privacy statement;
- Transferring personal information to foreign countries only in limited circumstances; and
- Not collecting sensitive information.

Personal information is information or an opinion about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion. Generally the individual's name will have to be present on the relevant record before it might be categorised as personal.

However, in some circumstances a private address or a position in a company and the company's name will be sufficient. An e-mail address will often provide strong evidence of the individual's identity. If the name is not present on the record under your consideration, you should think about whether there is some identifier in the record which allows you to access another database in the Porsche Cars Australia Group and obtain the identity.

PRIVACY POLICY

1. Introduction

Porsche Cars Australia Pty Ltd (Porsche) respects and upholds the rights of individuals to privacy in relation to personal information.

This policy, which applies to all personal information collected, held and used by Porsche Cars Australia Pty Ltd, demonstrates that commitment to privacy.

Porsche will comply with the National Privacy Principles contained in the Privacy Act 1988 (Act). It does not propose being a party to an "approved privacy code".

2. Collection

Porsche will, at all times, collect personal information in a fair and lawful manner. It will usually collect information directly from the persons to whom it relates or from Porsche dealers in Australia.

3. Use

Personal information is collected for internal administration, to keep sales records, record and administer warranty claims and for direct marketing purposes.

Personal information may be used from time to time for marketing purposes however, in all such cases, you will be given the option of not receiving further communications of that nature.

4. Security

Porsche will take reasonable steps to ensure that personal information is secure from any unauthorised access or disclosure. However, Porsche assumes no responsibility for the privacy practices of other websites even if a user is able to access those sites through the Porsche site. Porsche encourages users to review the privacy policies of any site before disclosing personal information.

5. Cookies

Cookies, which are files placed on a users hard drive to track website navigation, may be used on Porsche's website. If you are concerned about Cookies, most browsers have an option which permits users to refuse a Cookie.

6. Openness and accountability

Porsche will make this policy available upon request. It will also let you know what sort of personal information it holds, for what purposes and how it collects, holds, uses and discloses that information.

You may request access to your personal information, or seek to update or correct it by contacting Porsche.

7. Contracting Out

Porsche does not normally contract out services that involve disclosing personal information and personal information will not normally be disclosed to third parties. It may be disclosed to Porsche dealers for warranty or marketing purposes.

8. Exemptions

There are no exemptions from the Act which apply to and no laws which require Porsche Cars Australia Pty Ltd to collect personal information.

9. Contact

If you have any queries in relation to this policy or its administration if you would like more details of what sought of personal information Porsche holds, for what purpose and how it collects, holds, uses and discloses that information, or if you have a complaint about a breach of privacy, then you should contact the Chief Financial Officer.