



**DATA DIRECT**  
AUSTRALIA

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Privacy Statement

## **Privacy Statement**

As a responsible purveyor of Database Management and Mail Distribution Services, Data Direct Australia Pty Ltd (ABN 79 006 976 272) has embraced and adopted the data security standards as specified in the Privacy Act 1988 and the National Privacy Principles contained in that act. The standards apply to all activities of Data Direct Australia involving the collection, use, disclosure and handling of personal information.

Whilst Data Direct Australia is not currently involved in the sourcing of personal information for the purpose of building customer or prospect lists for either sale or rental, the following principles and standards still apply should that situation change in the future.

The data related activities of Data Direct Australia are limited to the management of name and address (Sometimes including demographic and Psychographic information) data and distribution of advertising material on behalf of our clients, utilising information sourced and collected by those clients.

Data Direct Australia will take all reasonable steps to ensure that clients are always made aware of their own obligations under the Privacy Act, in the principles and methods utilised in the collection of that data.

### **Collection**

Whether for Data Direct Australia's own use or for our clients, Data Direct Australia will only collect personal information by lawful and fair means and not by unreasonably intrusive methods.

### **Use and Disclosure**

Data Direct Australia will not use personal information concerning an individual for a purpose other than the primary purpose for which it was collected, without the prior consent of the client and/or individual.

If that individual has made it known to Data Direct Australia or its client that they no longer wish to receive any further communications, Data Direct Australia will immediately cease all marketing communications with that individual.

Data Direct Australia will ensure that personal information collected or stored for one client is never used for or disclosed to another client or other unauthorised third party.

### **Openness**

Upon request by individuals, Data Direct Australia will make available to those individuals, the type of personal information it holds, the purpose for which it is held, and how Data Direct Australia sourced, holds and uses that information.

Upon request by an individual, but subject to the exceptions prescribed by the National Privacy Principles, either Data Direct Australia or its client, for whom the information is held, will provide the individual with access to their personal information.

**Data Direct Australia's Clients**

As a quality provider of Direct Mail Communication Services, Data Direct Australia will be engaged by its clients to perform various data related functions that involve the handling of personal information. Data Direct Australia will obtain assurances from its clients that all such personal information has been lawfully collected in a manner compliant with the National Privacy Principles and that all required consents have been obtained for the intended use of that personal information.

**Subcontractors**

Data Direct Australia does not currently outsource any data related or laser printing functions, however should that situation ever change, Data Direct Australia would require strict compliance with the National Privacy Principles by that subcontractor as well as being bound by a supplier confidentiality agreement.

**Computer Access**

Access to our computer networks is secured by way of user-specific logins and rotational password protection.

**Systems Access**

Our systems are controlled by a combination of security measures to ward off intrusion, and therefore maintain the security of client data. Only authorised users within Data Direct Australia are able to gain access to client data files.

**Site Security**

Our alarm and on-line monitoring surveillance system is provided by SNP Security and includes regular nightly and weekend patrols.

**Disposal of Documents**

Damaged laser printed output and excess unwanted stock are stored inside our warehouse under lock and key in preparation for security destruction at prescribed intervals.

**Electronic Data Exchange**

All data files transferred electronically to our clients, whether by way of e-mail, diskette or CD ROM, are transferred in compressed form with password protection to ensure only the intended recipient can access the information. Our clients are also being advised to adopt the same practice.

**Virus Protection**

Our Networks and Mail Servers are constantly monitored for Viral Intrusion. The latest Anti-virus updates from our software vendor are automatically down loaded seven days per week to ensure the maximum possible protection.

**Data and System Back-up Procedures**

Data Direct Australia maintains a cycle of regular daily, weekly and monthly network back-ups with copies stored at an off-site secured location.

**Personnel Security**

All Data Direct Australia personnel, whether full-time, part-time or casual, are required to sign and abide by a standard confidentiality agreement to protect our clients. We also comply with client confidentiality documents as required.

Any questions or comments concerning Data Direct Australia's Privacy policies or practices should be addressed to:

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Further and complete information about the National Privacy Principles is available to be viewed or down loaded from the Internet at <http://www.privacy.gov.au>