

## PRIVACY STATEMENT

At Adbax Pty Ltd ("Adbax"), we know that online privacy is important to our customers and you have a right to know how information we collect through this website will and will not be used. We have created this privacy statement in order to demonstrate our firm commitment to privacy by helping you understand what kind of information we collect through the adbax.com.au website (the "Site") as well as how we collect and use your information.

This policy contains important information that impacts our use of your personal data. Please read this policy carefully. Use of this Site is absolutely conditioned upon reviewing, understanding and agreeing to all of the information, disclosures and disclaimers contained in (1) this Privacy Statement; and (2) the Terms and Conditions of Use governing the other terms of use of this Site.

### YOUR PRIVACY

We do not collect or use Personal Information (as described below) about you except as discussed in this Privacy Statement. Those purposes include tracking the number and kinds of visitors to the website, analysing the performance of the website and tracking customer preferences as well as for internal marketing purposes as described more fully below.

If you have requested information about our company or our products, we will use your Personal Information to respond and follow-up on such requests. We do pass requests and associated Personal Information collected from this website to a third party service provider for action and follow-up. That third party is also bound by this Privacy Policy and has agreed only to use Personal Information accordingly.

Although it may be necessary for you to provide Personal Information to us to take advantage of certain features of this Site, we will not use your Personal Information to send you promotional materials (except in response to your specific requests) or otherwise use or disclose your information to anybody (except as already disclosed) unless you affirmatively indicate that you would like to receive future promotional materials regarding Adbax products and services at the time you provide Personal Information. If you also affirmatively indicate that you would like to receive future promotional materials regarding products and services from third parties with whom Adbax has strategic business relationships, your Personal Information may be released to and used by such third parties from time to time. By using the procedures outlined below, you will also always have the opportunity to correct or change any of the Personal Information you provide to us, including changing your initial decision as to whether or not you would like us to use your Personal Information to provide information on products or services that may be of interest to you.

As used in this Privacy Statement, "Personal Information" includes one or more of the following types of information: name, company name, phone number, e-mail address, state, and similar unique, personal information that could identify you.

### DISCLOSURES

Identifying Information - Unique identifiers (such as customer numbers assigned by Adbax or e-mail address(es)) are collected to verify the user's identity, for use as account numbers in our record system, and for other verification purposes.

Information Requested Data - We track the kinds of information you request and view through our Site to help us determine what promotional and other informational mailings may be of interest to you.

## TRAFFIC DATA

In addition to "Personal Information" that you voluntarily provide, our Site also gathers data generated automatically by traffic to our Site ("Traffic Data"). For example, we use your computer's IP address to help diagnose problems with our server, and to administer our Site. Your IP address is used to help identify you and to gather broad demographic information.

Our Site may use "cookies" to provide customer efficiencies such as automatically filling in standard information on return visits. "Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Most web browsers automatically accept cookies, but most browsers also allow you to configure your web browser to refuse cookies or to notify you before a cookie is set. You also can manually view (and delete) any cookies stored on your computer. Even without a cookie, you can still use most of the features in the site.

This Site may also require you to accept "session cookies" to enable certain functions as you travel from page to page. "Session cookies" are small pieces of information that are stored in your browser and passed back to the server whenever a request for a new page is made. The session cookie is never saved or written to disk and is discarded when the browser exits. Most web browsers automatically accept session cookies, but most browsers also allow you to configure your web browser to refuse them or to notify you before a cookie is set.

## LINKS

This Website may provide hyperlinks to other sites on the Worldwide Web. The other sites so linked have not been reviewed by us and are maintained by third parties over which we exercise no control. We expressly disclaim any responsibility for the i) content or accuracy of information contained on such linked sites; ii) quality of any product or service provided by or advertised by any linked site, nor iii) the privacy practices or the content of such web sites. We neither endorse nor make any representation regarding any linked site and we advise you to check the privacy policies of such other sites.

## CHOICE/OPT-IN/REMOVAL

Our Site provides you with the opportunity to opt to receive communications from Adbax or others at the point where we request Personal Information.

The Site also gives users the following options for removing their Personal Information from our database and/or to not receive future communications:

You can call the following telephone number: **02 9006 1152**.

You can e-mail [info@adbax.com.au](mailto:info@adbax.com.au)

You can send requests via mail to:

Adbax Pty Ltd, PO Box 1018, Surry Hills NSW 2010

## CORRECT/UPDATE

This site gives users the following options for changing and modifying Personal Information previously provided:

Call the following telephone number: **02 9006 1152**.

You can e-mail [info@adbax.com.au](mailto:info@adbax.com.au)

You can send requests via mail to:

Adbax Pty Ltd, PO Box 1018, Surry Hills NSW 2010

## **CONTACTING THE WEB SITE**

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, you can contact:

Adbax Pty Ltd  
Level 20 – Tower 2 – Darling Park  
Sydney NSW 2000  
Phone: (02) 9006 1152  
Fax: (02) 9006 1153  
[info@adbax.com.au](mailto:info@adbax.com.au)