



## The Background

The privacy of personal information you provide to us (your personal information) is important to us. The following privacy policy governs the collection and use of your personal information by Pierge Pty Ltd, it's related entities (included but not limited to), partnerships and affiliated organizations ("Pierge", "we", "our" or "us"), subsidiaries, employees, Service Partners, Contractors and the Agent/Broker that will assist you ("we", "us" or "the Group").

This privacy policy sets out how we intend to respect your rights to privacy in accordance with the National Privacy Principles contained in the Privacy Act 1988 (Cth).

## Your privacy

Pierge is bound by the [Privacy Act 1988](#), which sets out a number of principles concerning the privacy of individuals. We recognize that when you choose to provide us with information about yourself, you trust us to act in a responsible manner. That's why we have adopted a policy regarding how we collect, use and protect your personal information ("Privacy Policy"). By using the Website, you agree to be bound by our Privacy Policy.

At Pierge, we collect, hold, use, and disclose to third parties, personal information or from competitions and promotions to which you choose to respond to for a number of reasons:

- To carry out appointments as for clients selling or management of their properties;
- To carry out appointments as property managers for rental property owners, which includes processing tenancy applications and managing tenancy relationships and the tenanted property;
- To promote and market our services and the products and services of third parties (we will only use your personal information for this purpose and will not disclose it to third parties);
- To provide information on and promote properties for sale and for rent to the market;
- To reply to enquiries and information requests made by individuals;
- For internal business processes such as market research and billing; and
- Where required by law.

We collect personal information about individuals:

- From the individuals themselves through application forms, registration books at open inspections, appointment forms, agreements, correspondence including emails, our web site, and through verbal communications;
- From third parties (including from other agents, from operators of tenancy reference databases and other publicly available databases and from referees)? In the course of verifying and evaluating tenancy applications and managing tenancy arrangements, and in carrying out agency services for a client, including through property searches.
- We collect personal information about you to enable us to assess your suitability and eligibility for buying or selling a property, property management services, applying for a home loans, insurance policy or for the provision of other services.
- When we request your personal information, we will endeavour to specify which information we require for our purposes and which information may be provided at your option. You may choose not to supply any optional information requested by us but our ability to assist you may be restricted.
- If you give us personal information about another person, you represent that you are authorised to do so and agree that you have obtained consent from that person for us to use and disclose their personal information and that they may access any personal information we hold about them.

### **What information do we collect? How do we use it?**

The types of personally identifiable information that is reasonably necessary to provide its services and to manage its relationships with clients, other parties and to pursue the legitimate interests of its business, include your name, address, telephone number, email, occupation and financial information.

The types of personal information collected will depend on the services being provided and the circumstances of collection. For example, for property transactions, we may collect personal information from the parties involved (including vendors, purchasers, landlords, tenants etc.) such as name, contact information (i.e. e-mail address, home and office address, telephone and fax numbers), date of birth, gender, marital status, tax file number, driver's licence number and expiry date, details of employment and/or occupation, and financial information (including bank account information, information about your assets, occupation and income, account balances and payment history). We also collect credit information, including from credit checks, to assess credit worthiness.

At times we may request that you voluntarily supply us with personal information. Generally this information is requested when you register for an online service, when you provide information in connection with an online transaction or when you contact us in relation to the Website or our services.

We keep a record of this information. This is necessary for us to recognize you as a registered Website user. We may keep a record of your preferences so that we can tailor our offers and services to you.

- Once you have registered, you may join our discussion forums and we may hold information about you from your use of such discussion forums.
- When you enter a competition, register for a client event or other promotional event, we may ask for your name, address, telephone number and email address so we can administer the event.
- If you choose to give us personal information via the Website that we or our business partners may need, for example, to correspond with you, we will use such information to do so. If you tell us that you do not wish to have this information used as a basis for further contact with you, we will respect your wishes.
- We will use your personal details and information we obtain from other sources to provide you with information about our services, for administration and customer services, for marketing, to ensure that the content, services and advertising that we offer are tailored to your needs and interests. We may keep your information for a reasonable period for these purposes. We may need to share your information with our service providers and agents for these purposes. We may disclose personal data in order to comply with any applicable law, order of a court of competent jurisdiction or of any supervisory, governmental or regulatory body, in or outside your country of residence. We may also disclose personal data in the event of a merger, sale or reorganization where we are required to transfer personal information to a third party involved in such process.
- We intend to continue improving the content and function of our Website. For this reason, we may monitor customer traffic patterns and Website usage to help us improve the design and layout of our Website and provide content of interest to you.

### **How do we use your information for marketing?**

We may share your information within our international partnerships, group companies and affiliated organizations and with our business partners for marketing purposes or we may send you information about other organizations' goods and services. We or any business partners may contact you, directly or via our agents, by mail, telephone, email, SMS or other electronic messaging service with offers of goods and services or information that may be of interest to you. By providing us with your telephone numbers or email address you consent to being contacted by these methods for these purposes. If you do not wish to receive marketing information either from us or

our business partners please indicate this where requested on the registration or contact form or contact us using the details below.

### **Direct marketing including via social media**

We may send you direct marketing communications and information about our products and services that we consider may be of interest to you. These communications may be sent in various forms, including mail, SMS and email, in accordance with applicable marketing laws, such as the [Spam Act 2003](#) (Cth). If you indicate a preference for a method of communication, we will endeavour to use that method whenever practical to do so. In addition, at any time you may opt-out of receiving marketing communications from us by contacting us (see the details below) or by using opt-out facilities provided in the marketing communications and we will then ensure that your name is removed from our mailing list.

We do not provide your personal information to other organisations for the purposes of direct marketing.

### **How do we protect your information?**

Pierge has technological and operational processes and procedures in place to protect personal information from misuse, interference and loss, unauthorised access, modification and disclosure.

Notwithstanding our commitment to safeguard your personal information, if an 'eligible data breach' occurs (within the meaning of the Privacy Act), we will notify you and the Office of the Australian Information Commissioner ([OAIC](#)) that this has occurred. An 'eligible data breach' broadly refers to the situation where there has been an unauthorised access to, or unauthorised disclosure of, your personal information held by Pierge in circumstances where a reasonable person would conclude that the access or disclosure would likely result in serious harm to you.

### **Disclaimer**

We link to other Websites. We are not responsible for the content or privacy policies of these websites for the way in which information about their users is treated. In particular, unless expressly stated, we are not agents for these Websites or advertisers nor are we authorized to make representations on their behalf. In any event, you should explore the privacy practices of those third parties.

### **Passwords**

In order to bring you more personalized services, we may ask you to establish one or more passwords to gain access to certain services or sections in either our Website or the website(s) of other suppliers whose products or services are available to you via a link from our Website. You are solely responsible for the control and use of each password you create.

## Disclosure

We may disclose personal information to our related bodies corporate and third party suppliers and service providers located overseas for some of the purposes listed above. We take reasonable steps to ensure that the overseas recipients of your personal information do not breach the privacy obligations relating to your personal information.

We may disclose your personal information to entities located outside of Australia, including the following:

- our related bodies corporate, located in foreign countries including the United States of America, New Zealand, Hong Kong, China, India, Indonesia, Singapore, South Korea, Papua New Guinea and the Middle East;
- our data hosting and other IT service providers, located in various countries; and
- other third parties located in various foreign countries.

We may disclose your personal information to entities within Australia who may store or process your data overseas. In the event that a disclosure is made in an overseas country (which we consider unlikely), the information will not be protected by the Australian Privacy Principles. In any event, by providing your details, you consent to your information being disclosed in this manner.

## Links

Our websites may contain links to other websites operated by third parties. We make no representations or warranties in relation to the privacy practices of any third party website and we are not responsible for the privacy policies or the content of any third party website. Third party websites are responsible for informing you about their own privacy practices.

## Updates

We may update our Privacy Policy from time to time. If we make a material change to the policy, we will post a notice on our Website, together with an updated Privacy Policy.

## Unsubscribe/changing your mailing preferences

If you have received an e-mail or e-mails from Pierge that you no longer wish to receive please contact us at [hello@pierge.com.au](mailto:hello@pierge.com.au).

## Contact

If you have any questions about this privacy policy, any concerns or feedback regarding the treatment of your privacy, please use the contact link on our website or contact our Privacy Officer using the details set out below.

We will treat your requests or complaints confidentially. Our representative will contact you within a reasonable time after receipt of your complaint to discuss your concerns and outline options regarding how they may be resolved. We will aim to ensure that your complaint is resolved in timely and appropriate manner.

Please contact our Privacy Officer at:

Privacy Officer

O: 02 8257 3620

Post: 11 Burrows Road South, St Peters NSW 2044

Email: [hello@pierce.com.au](mailto:hello@pierce.com.au)

