



PRIVACY

Tactical Directions, "TD" and its related entities ("The Tactical Directions Trust" & "TD Marketing") have a firm commitment to privacy. This privacy policy covers all personal information that we hold. This Privacy Policy governs the manner in which Tactical Directions collects, uses, maintains and discloses information collected from users (each, a "User") of the website ("Site") or commercially sponsored programs ("Program"). This privacy policy applies to the Site/s and Program/s and all products and services offered by Tactical Directions.

Collection of Information

Whenever we collect personal information from you we will do so in a lawful and fair way. We will also advise you how and where to contact us. When collecting your information we will tell you why we are collecting the information. Information provided by you will not be shared with any third parties outside of Tactical Directions without your express agreed consent.

Personal Identification Information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users opt in to Program/s which we offer, Users visit our site/s, register on the site/s, place an order, fill out a form, subscribe to the newsletter and in connection with other activities, services, features or resources we make available. Users may be asked for, as appropriate, name, email address, mailing address, phone number, credit card information, place of work and work position. Users may however, visit our Site/s anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site/s or Program/s related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site/s or Program/s. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site/s, such as the operating system and the Internet service providers utilized and other similar information. In relation to Program/s administered by Tactical Directions, we may request information such as, but not limited to, product preferences and personal opinions.



Web browser cookies

Our Site may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

Use of collected information

Tactical Directions collects and uses Users personal information for the following purposes:

- *To allow User access to Program/s offered by Tactical Directions*
To receive information and benefits of the Program/s offered by Tactical Directions we must have access to personally identifying User data. If you provide the requested information Users will be considered registered in the specific ongoing Program/s that we run on behalf of commercial sponsors or clients of Tactical Directions. Your personal information will not be available to commercial sponsors of the program/s that we run.
- *To improve customer service*
Your information helps us to more effectively respond to your customer service requests and support needs.
- *To personalise user experience*
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- *To improve our Site/s*
We continually strive to improve our website offerings based on the information and feedback we receive from you.
- *To process transactions*
We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties without your opt-in at the time of order.
- *To administer content, promotion, survey or other Program feature*
To send Users information they agreed to receive about topics we think will be of interest to them.
- *To send periodic emails*
The email address Users provide for order processing, will only be used to send them information and updates pertaining to their order. It may also be used to respond to their inquiries, and/or other requests, as well as information on related products, or questions. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates or service information, etc. If at any time the User would like to



unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site.

Disclosing information

We will only disclose personal information to our staff or contractors working within our premises for communications in regard to marketing programs that are operated in house by Tactical Directions. This means that it will be disclosed if:

- we told you when collecting it that it would be disclosed for that purpose or for a related purpose that you would reasonably expect;
- we have your consent;
- we are required by any law in place to disclose it;
- you are the contact for an enrolled ongoing program we operate that is commercially sponsored by clients of TD;
- it is otherwise permitted under any Act in force at the time.

Opt Out

We will provide you with a low cost way of contacting us if you wish to opt out from receiving further marketing or program offers.

In accordance with the Act, direct marketing offers will contain an opportunity to opt out. However program communications that you are the enrolled contact for may not have an opt out statement.

Opt In

Ongoing programs that we run on behalf of commercial sponsors or clients of TD's will be considered as you opting in if you take up offered registration in the programs that we operate. Your personal information will not be available to commercial sponsors of programs that we run without your express written permission.



How we protect your information

We are committed to protecting your privacy and will take reasonable steps to ensure that the information we collect is protected from loss and misuse and from unauthorized access, modification and disclosure.

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site/s or database/s.

Sensitive and private data exchange between the Site/s and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Quality of information

We will take reasonable steps to ensure that the information that we collect, use and disclose is accurate, complete and up to date.

Third party websites

Users may find advertising or other content on our Site/s that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Availability of policy

This policy is available upon request. It will be reviewed from time to time and any amendments will be included in the updated policy.

Your acceptance of these terms

By using our Site/s and opting in to our Program/s, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site/s or opt in to our Program/s. Your continued use of the Site/s and/or Program/s following the posting of changes to this policy will be deemed your acceptance of those changes.

By opting into using our Programs and Sites you agree to our terms and agree not to pursue any legal action under these terms so long as TD has adhered to these terms.



Privacy inquiries

If you have any questions about this privacy policy, any privacy related dealings with us or any possible breach of your privacy or you would like further information about our information management practices, you can contact:

The Privacy Officer, Tactical Directions, 1 Queens Pde, Newport NSW, 2106, phone 02 9998 5333 or email info@tdirections.com.au