

SafetyWorks Email Privacy Policy

This policy is utilised to set out how SafetyWorks uses any information collected during mail outs and explains:

- What kind of information SafetyWorks collects
- How SafetyWorks uses the information collected
- Disclosure of Information
- How to contact SafetyWorks

This policy applies to SafetyWorks. The policy is used to explain how information gathered is utilised by SafetyWorks.

This policy may be reviewed and updated at any particular time to incorporate any changes to company policy and procedures or changes in the law. All information held by SafetyWorks will be managed by the most recent policy placed on our e-mails.

What kind of information does SafetyWorks collect?

SafetyWorks uses information gathered from a variety of sources including (but not limited to):

- Information from transactional relationships (i.e. a Customer ? Supplier relationship).
- Information from data gathering exercises (where details have been provided to SafetyWorks by a prospective client).
- Information from meetings, networking & other such activities (where details have been freely provided).
- Through e-mail tracking ?when an e-mail is sent to you SafetyWorks gathers the following information.
 - Who has opened our e-mail, at which time and how many times.
 - Who has clicked on one or more of the links which is tracked in our e-mail, and at which time/date and how many times.
 - Who has unsubscribed and subscribed to our e-mail notifications.
 - If an e-mail address has bounced (returned without reaching the target).
 - If you forward information to a friend, and their details. (SafetyWorks will not contact the person you have forwarded an e-mail to unless given permission by way of verbal/written contact with that person, or their subscription to e-mail notifications).

How SafetyWorks uses the information collected

- Information gathered is utilised for the purpose of providing product and service information which may be of interest to you or is related to previous purchases by you.
- It is also used to give our company a better understanding of which products/services are of interest to our consumers.
- Communicate with you
- Help SafetyWorks improve its products/services
- Provide an opportunity for clients to receive e-mail notifications & e-newsletters from SafetyWorks.



Disclosure of Information

Information collected by our e-mail marketing will only be used by our company to determine which e-mail campaigns performed better than others, and to enable us to unsubscribe and subscribe people to our e-mail newsletters. This information will not be used for any other purpose, and will always remain the property of SafetyWorks.

How to contact SafetyWorks

If you have any questions about the privacy policy or your privacy, please contact us:

SafetyWorks
Suite 2, 710 Hunter Street
Newcastle, NSW 2290

Phone 02 4925 3147

Email: info@safetyworks.com.au