



Alliance Hire Limited (“our”, “we”, “us”) takes your privacy seriously. This Privacy Policy applies to all personal information collected by us when you use our website, located at the www.alliancehire.com, and the applications and services available via it (“Site”).

“**Personal Information**” means information about an identifiable individual (being a natural person). Other terms that have capital letters in this policy, but which are not defined here, have the same meaning as in our Website Terms and Conditions.

1 How to contact us about privacy

1.1 Please contact us if you have any questions or concerns regarding your privacy: Alliance Hire Limited, Unit 11, 930 Great South Road, Penrose, 1061 or PO Box 25-271, St Heliers, Auckland 1740 or via email: support@alliancehire.com.

2 What information do we collect?

2.1 We collect Personal Information from you when you submit it to the Site, including when you register for an account.

2.2 We may collect, store and process Personal Information in relation to your use of the Site, including transactions occurring via the Site. Such information may include your delivery address, insurance details, bank account details, and credit card numbers. We may also collect and store certain demographic data, including your gender and age.

2.3 In addition, we may automatically receive and store certain anonymous types of information whenever you interact with the Site. Such information may include your IP address, domain server, login session, type of internet browser and the type of device you are using. This information helps us, among other things, to analyse trends and administer the Site. This information is anonymous and contains no personally identifiable data.

3 How do we use the information we collect?

3.1 We use your Personal Information:

- (a) to provide our services;
- (b) to facilitate and enforce transactions that you are involved in, including, facilitate Equipment delivery, process payments, tracking and reporting and including providing Personal Information to any debt collection agency to collect any payment due or enforce any other obligations owing to us;
- (c) to verify your identity;
- (d) to operate and maintain the Site, including to fix malfunctions and test security systems;
- (e) to provide you with the features, functions and benefits of the Site;
- (f) to enhance, improve and further develop the Site, including creating new features or functions, refining the user experience and increasing technical performance;
- (g) on your behalf in accordance with your requests or permission;
- (h) to contact you, including to provide you with notices related to your use of the Site, such as the status of your account;
- (i) to provide you with promotional and marketing information. You may opt out of receiving certain types of promotional and marketing emails (by clicking the “unsubscribe” link in the

emails);

- (j) to help personalise your experience with the Site, including remembering your information so you will not have to enter it each time you use the Site and for the other purposes referred to below.

3.2 If you do not provide any Personal Information we request, we may be unable to grant you access to the System and you may also not receive the full benefit of the Site and the services we offer.

4 Will we share any of your Personal Information?

4.1 We do not rent or sell your Personal Information to anyone. We share your Personal Information:

- (a) with the other party to the transaction, being either the Customer or Equipment Provider, to facilitate that transaction;
- (b) with our service providers and agents, who perform tasks on our behalf, such as payment processing, hosted services, service and customer support. Unless we inform you otherwise, they do not have any right to use your Personal Information beyond what is necessary to assist us;
- (c) to protect ourselves and others. We may release Personal Information when we believe in good faith that it is necessary in order to comply with the law, to enforce or apply the terms and conditions of our agreement(s) with you, or to protect the rights, property, or safety of us, our employees, contractors and users, or others;
- (d) with your consent. Except as described above, you will be notified before we share your Personal Information with third parties and will be able to prevent the sharing of this information.

5 Where is information stored?

5.1 While your Personal Information is in our possession, it will be primarily stored at facilities located in New Zealand. When we use service providers and agents, your Personal Information may be processed and held overseas. We require any third party to undertake strict precautions to protect your information against unauthorised use or disclosure.

6 What about security?

6.1 We take certain reasonable precautions to protect your Personal Information and to limit the risk that it will be accessed without authorisation, including using certain industry standard technologies and practices. However, you acknowledge that, as no security system is perfect, we cannot guarantee the security of your information - unauthorized entry or use, hardware or software failure, and other factors may compromise the security of your information at any time. We will take reasonable steps to remedy any security failure that may arise.

7 Access and correction

7.1 The Privacy Act 1993 gives you the right to access and correct your information. Contact us if you wish to access or correct your Personal Information.

8 Third party websites and services

8.1 You may be able to link to other websites on the internet from our Site, and other websites may contain links to our Site. Such links do not constitute an endorsement by us of those other websites or the services offered through them. This policy does not apply to those websites. We do not control how your Personal Information is used by the providers of those websites and we are not responsible for the privacy or security practices or the content of such websites.

9 Conditions of use

9.1 Your access and use of the Site is subject to our Website Terms and Conditions.

10 Changes to this privacy policy

10.1 We may amend this Privacy Policy from time to time. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected. If we make changes in the way we use Personal Information, we will notify you by posting an announcement on our Site, or via the System, or by sending you an email or account notification. If you use the Site after the Privacy Policy has been changed you accept the amended policy.