

## PRIVACY POLICY

### 1 INTRODUCTION

This document sets out the privacy policy of **APACHE FAMILY HOLDINGS PTY LTD (ABN 43 686 110 038)** (referred to in this privacy policy as 'we', 'us', or 'our').

We take our privacy obligations seriously and we've created this privacy policy to explain how we store, maintain, use and disclose personal information.

We aim to handle personal information in line with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles, to the extent they apply to us. Even if we are not legally required to comply in all circumstances (for example, if a small business exemption applies), we will still apply this privacy policy to how we handle personal information.

We are committed to preventing serious invasions of privacy and ensuring the protection of your personal information, so you can contact us using the details below if you have any questions or concerns.

By providing personal information to us, you consent to our storage, maintenance, use and disclosing of personal information in accordance with this privacy policy.

We may change this privacy policy from time to time by posting an updated copy on our website ([cellarmaintenance.com.au](http://cellarmaintenance.com.au)) and we encourage you to check our website regularly to ensure that you are aware of our most current privacy policy.

We may also contact you from time to time to ask you to confirm or update your personal information (for example, your contact details).

### 2 TYPES OF PERSONAL INFORMATION WE COLLECT

The personal information we collect may include the following:

- (a) name;
- (b) business name and role (where relevant);
- (c) mailing or street address (including the venue or service address);
- (d) email address;
- (e) telephone number and other contact details;
- (f) date of birth;
- (g) credit application and account information you provide to us (if you apply for credit);
- (h) credit card or other payment information;
- (i) records relating to the goods and services we supply (including installation, repair, cleaning, maintenance and service history);
- (j) if you are a contractor or supplier, information needed to engage you and pay you;
- (k) if you are an employee or job applicant, identification information (staff only) and payroll and HR information we need for employment purposes;
- (l) information in connection with client surveys, questionnaires and promotions;
- (m) your device identity and type, I.P. address, geo-location information, page view statistics, advertising data and standard web log information;
- (n) information about third parties; and
- (o) any other information provided by you to us via our website or our online presence, or otherwise required by us or provided by you.

We do not intentionally collect sensitive information (as that term is used in the Privacy Act). If we need to collect sensitive information, we will do so only where permitted by law (and, where required, with your consent).

### 3 HOW WE COLLECT PERSONAL INFORMATION

We may collect personal information either directly from you, or from third parties, including where you:

- (a) submit a customer credit application or request a customer account;
- (b) receive goods or services from us (including when our technicians attend your venue);
- (c) enter into a customer, contractor or supplier agreement with us;
- (d) contact us through our website;
- (e) communicate with us via email, telephone or SMS; and
- (f) apply for employment with us or provide employee documentation.

We may also collect personal information from you when you use or access our website or our social media pages. This may be done through use of web analytics tools, 'cookies' or other similar tracking technologies that allow us to track and analyse your website usage. Cookies are small files that store information on your computer, mobile phone or other device and enable and allow the creator of the cookie to identify when you visit different websites. If you do not wish information to be stored as a cookie, you can disable cookies in your web browser.

We may use Google Analytics to collect and process data, including when you use third party websites or apps. To find out more see [How Google uses data when you use our partners' sites or apps](#).

### 4 USE OF YOUR PERSONAL INFORMATION

We collect and use personal information for the following purposes:

- (a) to provide goods, services or information to you (including sales, installation, repair, cleaning and maintenance services);
- (b) for record keeping and administrative purposes (including invoicing, processing payments, managing accounts, scheduling work, warranty and service history);
- (c) to provide relevant information to our employees, contractors and service providers for the purpose of supplying goods or services to you;
- (d) to improve and optimise our service offering and customer experience;
- (e) to comply with our legal obligations, resolve disputes, enforce our agreements, and protect our rights and property;
- (f) to recover amounts you owe us (including, where needed, working with professional advisers and debt recovery providers);
- (g) to send you marketing and promotional messages and other information that may be of interest to you and for the purpose of direct marketing (in accordance with the Spam Act). In this regard, we may use email, SMS or mail to send you direct marketing communications. You can opt out of receiving marketing materials from us by using the opt-out facility provided (e.g. an unsubscribe link) or by contacting us;
- (h) to send you administrative messages, reminders, notices, updates, and other information requested by you; and
- (i) to consider an application for employment from you and, if you are engaged, for employment and payroll purposes.

For employees, personal information that forms part of an employee record may be handled in accordance with applicable workplace laws, and the Privacy Act may not apply to some employee record handling.

We may disclose your personal information to cloud-providers, contractors and other third parties located inside or outside of Australia. If we do so, we will take reasonable steps to ensure that any overseas recipient has similar legal safeguards and deals with such personal information in a manner consistent with how we deal with it.

We do not sell personal information. We may disclose personal information to third parties where needed to run our business and provide goods or services, or where required or authorised by law. This may include our IT and business systems providers (including CRM and accounting systems), payment processors and financial institutions, our professional advisers (such as lawyers and accountants), insurers, debt recovery providers (if you do not pay amounts owed to us), and courts, tribunals, regulators and law enforcement agencies.

## 5 **SECURITY**

We take reasonable steps to ensure your personal information is secure and protected from misuse or unauthorised access. Our information technology systems are password protected, and we use a range of administrative and technical measures to protect these systems. However, we cannot guarantee the security of your personal information.

## 6 **LINKS**

Our website may contain links to other websites. Those links are provided for convenience and may not remain current or be maintained. We are not responsible for the privacy practices of those linked websites and we suggest you review the privacy policies of those websites before using them.

## 7 **REQUESTING ACCESS OR CORRECTING YOUR PERSONAL INFORMATION**

If you wish to request access to the personal information we hold about you, please contact us using the contact details set out below including your name and contact details. We may need to verify your identity before providing you with your personal information. In some cases, we may be unable to provide you with access to all your personal information and where this occurs, we will explain why. We will deal with all requests for access to personal information within a reasonable timeframe.

If you think that any personal information we hold about you is inaccurate, out of date or incomplete, please contact us using the contact details set out below. We will take reasonable steps to ensure that it is corrected. You can also update your details by emailing us or notifying us when we contact you (for example, in response to an account update request).

## 8 **COMPLAINTS**

If you wish to complain about how we handle your personal information or believe your privacy has been seriously invaded, please contact us using the details provided below with your name and contact details. We will investigate your complaint promptly and respond within a reasonable timeframe. We will investigate your complaint promptly and respond within a reasonable timeframe.

If you are not satisfied with our response, and to the extent the Privacy Act applies to us, you may be able to make a complaint to the Office of the Australian Information Commissioner.

## 9 **CONTACT US**

For further information about our privacy policy or practices, or to access or correct your personal information, or make a complaint, please contact us using the details set out below:

Name: Privacy Officer

Email: [admin@cellarmaintenance.com.au](mailto:admin@cellarmaintenance.com.au)

Address: 96 Link Crescent, Unit 1, Coolum Beach, QLD, Australia

Our privacy policy was last updated on 8 January 2026.