
Jaybro Group Pty Limited - Privacy Policy

Specialised Force Pty Ltd ACN 002 433 436 ("**Specialised Force**", "**we**" or "**our**") is a supplier of Quality Products, Service and Solutions for 700 Bar Hydraulic, Electrical, Rail & Other Key Industries throughout Australia.

(a) Privacy

Specialised Force is committed to protecting the privacy of individuals in accordance with our obligations under the *Privacy Act 1988* (Cth) ("**Act**") and the Australian Privacy Principles ("**APPs**"). All employees and officers of Specialised Force are expected to comply with the Act and Specialised Force's policies and procedures concerning the protection of personal information.

This privacy policy ("**Policy**") outlines how we handle the personal information that we collect, store, use, and disclose.

(b) Collection of personal information

Personal information is information or an opinion about an identified individual or an individual who is reasonably identifiable, whether true or not and whether recorded in material form or not.

Specialised Force collects personal information about you that is reasonably necessary for or directly related to the conduct of our business or commercial relationship with you.

The types of personal information we may collect include but is not limited to your name, email address, date of birth, address, IP address contact details, and information needed to verify your identity (such as your driver's licence number).

For recruitment purposes, we may collect information about your employment history, tax file number and other information needed as part of our recruitment process

We may also collect credit and financial information about you. This may include, with your consent, obtaining a copy of your credit report from a credit reporting agency which includes information that establishes your credit worthiness or eligibility to obtain credit.

Personal information about you may be collected:

- directly from you when you:
 - provide it to us in our credit application form;
 - purchase one of our products or transact with us;
 - contact us, including by email, letter, or phone call;
 - submit your resume or an application for employment or contracting opportunities at Specialised Force;

- register/create an account on our websites;
- sign up for our newsletter or respond to a marketing communication;
- use our websites or interact with us via our social media platforms (including Facebook, Youtube, Instagram and LinkedIn;
- interact with us at an event, seminar or webinar; and
- from third parties, including credit reporting agencies, our third party contractors, publicly available sources or government or regulatory authorities;
- any other time where you may supply personal information to us from time to time.

We may also collect personal information about you from third parties including:

- third party service providers who provide services or functions on our behalf, such as IT service providers, delivery service providers and fulfilment managers, mailing houses, our insurers and brokers, and marketing agencies;
- third party sources and platforms, such as public sources, social networking sites, information service providers and third party analytics providers to whom you have provided your personal information; and
- our Brands.

Generally speaking, you are not required by law to provide us with any personal information. Where possible, we will allow you to interact with us anonymously or using a pseudonym. For example, if you contact us with a general enquiry, we will not ask for your name unless we need it to adequately handle your enquiry. However, if you do not provide us with sufficient personal information, we may be unable to provide you with any of our products or services.

From time-to-time Specialised Force may take videos and photographs of goods it has supplied to various customer sites. Some videos and photographs may include images of people in the background. If any person objects to their image appearing in a photograph or video, Specialised Force will take steps to remove that person's image from such photographs and videos.

(c) Disclosure of Personal Information

Specialised Force may use your personal information for our own business purposes. Specialised Force may also disclose personal information to other organisations for example to:

- (i) government or regulatory authorities where required or permitted by law;
- (ii) our professional advisers including accountants, auditors, and solicitors;
- (iii) your employer; and
- (iv) third party contractors, who help conduct our business.

Personal information may also be disclosed to credit reporting agencies, reference agencies, insurance investigators and fraud checking enquiries.

Specialised Force will take all reasonable steps to ensure that any third-party organisations are bound by

confidentiality and privacy obligations with respect to your personal information.

(d) Use of Personal Information

In general, Specialised Force uses personal information for the following purposes:

- within our corporate group and subsidiary companies;
- to provide you with our products or services that you have purchased, or communicate with you about the products or services you have purchased;
- to provide you with information such as a quotation, to respond to an enquiry from you or to arrange for the delivery of products that you require;
- to administer and manage sale transactions including but not limited to invoicing and collecting debts;
- to assess the eligibility of a guarantor under an application for credit;
- to manage and enhance our products and services, including to analyse customer feedback and future customer needs;
- to personalise your online experience on our websites and to allow us to deliver the type of content and product offerings in which you are most interested;
- to improve the quality of your visit to our websites, which includes a collection of cookies from the websites;
- to conduct marketing activities;
- to comply with our regulatory and legal obligations;
- to supply you with information about its products;
- to recruit employees or contractors;
- to fulfil our obligations to employees;
- to consider and respond to complaints made by you; and
- as required or permitted by law.

In some cases we use technology such as machine learning to help us give the best experience to our customers.

(e) If we are unable to collect Personal Information

If we are unable to collect your personal information, some or all of the following may occur:

- we may be unable to provide products or services to you, to the requested standard or at all;
- we may be unable to communicate with you to provide information about products and services that you have purchased from us, or may intend to purchase in the future;
- we may be unable to tailor the content of our marketing communications to suit your preferences;
- your experience when interacting with us may be delayed or not as efficient as you may expect.

(f) Application for Employment

For individuals who apply for employment by Specialised Force, personal information collected by Specialised Force will only be used for the purpose of the recruitment process. Any application for employment, including resumes, will be stored securely and will only be accessible by the relevant manager and the directors of

Specialised Force. If an application for employment is unsuccessful, the personal information will either be destroyed immediately or securely stored for a period of up to three months before destruction. During that time, it will not be used for any purpose other than recruitment.

(g) Accessing and Updating Personal Information

We will make every effort to keep any personal information that we hold complete, up to date and accurate. You can access your personal information and notify us of any change, modification, or correction to your personal information, by contacting the individual to whom the information was first provided or by contacting email marketing@specialisedforce.com.au or via phone on (02) 9547 1844.

If we refuse to provide you with access to the information, we will provide you with reasons for the refusal and inform you of any exceptions relied upon under the APPs (unless it would be unreasonable to do so).

(h) Security of Personal Information

Specialised Force holds your personal information in electronic files. Specialised Force takes all reasonable steps to ensure that the personal information we hold is protected from misuse, interference, loss, unauthorised access, modification, and disclosure. Specialised Force continues to implement and maintain security controls within the organisation. These controls may include storing sensitive data where applicable behind a secure firewall where data is encrypted. We may also implement multi authentication to systems that have been flagged as storing sensitive data.

Only authorised Specialised Force personnel have access to your details. Your information is treated with respect and is only accessed when necessary. When we no longer reasonably require your personal information (including when we are no longer required by law to keep records relating to you), we ensure that the information is destroyed or de-identified.

(i) Overseas disclosure of your Personal Information

Specialised Force may engage third party providers to perform functions, including but not limited to data storage from time to time in overseas locations.

While Specialised Force's servers are located in Australia, we also use suppliers that may have servers in Australia and overseas. These countries include Australia, New Zealand, Germany, United States and the Philippines.

We may disclose your personal information within our corporate group in New Zealand. We will take reasonable steps in the circumstances for any overseas use or disclosure of personal information to be done in a way that complies with the APP's and relevant data security industry standards. Under no circumstances will Specialised Force sell your personal information without your written consent.

(j) Marketing

Specialised Force may send you marketing communications (such as mail, telephone, email, social media channels or SMS) in accordance with applicable privacy and marketing laws (such as the Act (including Australian Privacy Principle 7), the *Spam Act 2003* (Cth)), and only where you have consented to (and not subsequently opted out of) receiving such communications from us.

If you no longer wish for Specialised Force to use your personal information in order for Specialised Force to provide marketing communications, you may 'opt out' of receiving these communications via the relevant

method provided for in the electronic marketing message sent to you (e.g. via an 'unsubscribe' link). Specialised Force will act and amend its records promptly.

(k) Our websites

Like many businesses, we collect information that your browser sends whenever you visit our websites. This data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, and the pages of our site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

(l) Use of Cookies

Specialised Force may collect cookies when you have visited its website. A cookie is a small piece of data stored on your device that tracks your interactions with a website. We use cookies to identify you as a returning user, enhance your experience on our websites or apps, tailor content to match your preferences, and for other similar purposes. Most internet browsers accept cookies by default, but you can adjust your internet browser settings to refuse cookies or warn you before accepting them. If you reject our cookies, some features on our websites or apps may be limited.

Cookies help us improve our services, ensure our website is easy to use, and assist with marketing and advertising. We also use IP addresses, tags, pixels, and other similar technology identifiers to understand customer preferences, analyse trends, administer our website, track traffic, gather demographic information, personalise customer content as well as for credit fraud protection and risk reduction.

Our websites may use third party services and cookies including Google Analytics and Snitcher. We use these services to understand website and app traffic and measures business usage. Google may share cookies with partners and third parties. Snitcher provides us with names and addresses based on the IP addresses of our visitors. To distinguish between different visitors, Snitcher sets a cookie named "SNID" with a lifetime of two years. For more information on Google's use of cookies and how to opt out, please see:

- Google's [Privacy Policy](#);
- Google's advertising and analytics cookies [here](#);
- Google's use of information from sites that use Google technologies [here](#); and
- the available opt-outs for Google Analytics [here](#)

(m) Complaints

You may make a complaint about the way in which Specialised Force has handled your personal information by writing to Specialised Force at email marketing@specialisedforce.com.au. Specialised Force will endeavour to act promptly in response to a complaint.

You may also contact the Office of the Australian Information Commissioner as follows:

Phone 1300 363 992

Email: enquiries@oaic.gov.au Web: www.oaic.gov.au

Address: GPO Box 5218 Sydney, NSW 2001

(n) Changes to the Policy

Specialised Force reserves the right to change this Policy at any time. Specialised Force will notify any changes to this Policy by posting an updated version of the Policy on Specialised Force's website at <https://www.specialisedforce.com.au/>

This Privacy Policy was last updated on 30 July 2025.
