

POINT BLANK
digital communications

PRIVACY POLICY

Effective 1st November 2013

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Document History

1st November 2013	Document created.
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Introduction

This privacy policy document describes how Point Blank Digital Communications collects and uses the personal information you provide on our Web site: pointblank.com.au. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

This document is made available to customers for review prior to completing a purchase. It is the responsibility of the customer to read and understand the policies contained within before completing any purchase. A copy of the document is emailed to customers completing an order.

From time to time we may make changes to our privacy policy. When this happens customers will be advised through one or a combination of email, social media or site announcements. Where feasible adequate notice of changes will be provided.

The most current version of this document is always available via <http://www.pointblank.com.au/PrivacyPolicy.pdf> or through the Knowledge Base located in the client area.

Collection And Use Of Personal Information

The information we collect

We collect the following personal information from you:

- Contact Information such as name, email address, mailing address, phone number
- Billing Information such as credit card number, and billing address
- Financial Information such as bank or brokerage account numbers, types of investments
- Unique Identifiers such as user name, account number, password
- Preferences Information you provide such as product or content interests, or communication or marketing preferences
- Usage activity about how you interact with us such as purchase history, what content you viewed, and which areas of our site you visited.

We also may collect the following information from you:

- Information about your business such as company name, company size, business type
- Demographic information such as household income, age, education, gender, interests, and zip code

As is true of most Web sites, we automatically gather information about your computer such as your IP address, browser type, referring/exit pages, and operating system.

We use this information to:

- Fulfil your order
- Send you an order confirmation
- Assess your needs to determine suitable products or services
- Send you requested product or service information

- Send product updates or warranty information
- Respond to customer service requests
- Administer your account
- Send you a newsletter
- Send you marketing communications
- Improve our Web site and marketing efforts
- Conduct research and analysis
- Respond to your questions and concerns
- Display content based upon your interests

Choice/Opt-Out

You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails or you can contact us at privacy@pointblank.com.au.

Information Obtained from Third Parties

We obtain address information about you from third party sources, such as the US Postal Service, to verify your address so we can properly ship your order to you and to prevent fraud.

If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us.

Disclosure To Third Parties

We will share your information with third parties only in the ways that are described in this privacy statement.

We may provide your personal information to companies that provide services to help us with our business activities such as shipping your order or offering customer service. These companies are authorised to use your personal information only as necessary to provide these services to us.

We may disclose your personal information

- as required by law, such as to comply with a subpoena, or similar legal process
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request,
- if Point Blank Digital Communications is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information,
- to any other third party with your prior consent to do so.

PayPal

If you choose to use PayPal to finalise and pay for your order, you will provide your credit card number, directly to PayPal. PayPal's privacy policy will apply to the information you provide on the PayPal Web site.

2Checkout

Our credit card processing services are provided by 2Checkout. They collect your billing information directly from you for the purpose of processing your order. This company does not use this information for any other purpose.

Tracking Technologies

We or a third party contracted by us may use technologies such as cookies, Web beacons, or scripts to gather information about how you and others interact with our Web site. For example, we will know how many users access a specific areas or features within our site and which links or ads they clicked on. We use this aggregated information to understand and optimize how our site is used, improve our marketing efforts, and provide content and features that are of interest to you.

Security

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can contact us at privacy@pointblank.com.au

We provide two means for you to make a purchase on our site. You can either use our order form or a third party checkout option. If you use our shopping cart, the transmission of sensitive information collected on our order form is encrypted using secure socket layer technology (SSL). If you choose to use a third party checkout option to pay for your order, its privacy statement and security practices will apply to your information. We encourage you to read that privacy statement before providing your information.

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at privacy@pointblank.com.au. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Other Information

Correcting and Updating Your Personal Information

To review and update your personal information to ensure it is accurate, contact us using the details provided in the “Contact Details” section of this policy.

Notification of Privacy Statement Changes

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Contact Details

Privacy information requests should be made in writing via our privacy officer via one of the following methods:

Privacy Officer
Point Blank Digital Communications
PO Box 8072

Tarneit Victoria 3029
Australia

or

privacy@pointblank.com.au

We aim to acknowledge and respond to requests within 5 business days.