



# Privacy Policy

**Pacific Blue Retail Pty Ltd**

25 March 2024



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## 1. Overview

In this Privacy Policy, 'Pacific Blue', 'us' 'we' or 'our' means Pacific Blue Australia Pty Ltd (ABN 43 155 908 839) and our subsidiaries, excluding those businesses in our corporate group that have a privacy policy of their own. We are committed to respecting your privacy. Our Privacy Policy sets out how we collect, use, store and disclose your personal information. We are bound by the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth) (**Privacy Act**).

Personal information includes information or an opinion about an identified individual or an individual that is reasonably identifiable. For example, this may include your name, age, gender, postcode and contact details. It may also include financial information, including your bank details. By providing personal information to us, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other arrangements that apply between us.

## 2. What personal information do we collect?

The personal information Pacific Blue collects may depend on the type of contract you have with us. We only collect personal information to the extent necessary to perform our activities and functions.

We may collect the following types of personal information:

- name;
- mailing or street address;
- supply address (if different);
- national metering identifiers and or metering reference numbers;
- email address, telephone number and other contact details;
- age or date of birth;
- Australian Business Number (if applicable);
- credit card information or bank details, where you enter into a direct debit or other payment arrangement;
- details of any energy concessions, rebates and or other government-administered programs that you may be entitled to (including any additional information required to verify or confirm your eligibility for such concessions, rebates or programs);
- whether any life support equipment is in use at your supply address;
- details of the energy and other products and services that we have provided to you or that you have enquired about, including any additional information necessary to deliver energy or other products and services and respond to your enquiries;
- information you provide to us through customer surveys;
- your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- any additional information relating to you that you provide to us through when you contact us by telephone or online; or
- any other personal information that may be required in order to facilitate your dealings with us.



In addition, when you apply for a job or position with us we may collect certain information from you (including your name, contact details, working history, medical and relevant records checks) from any recruitment consultant, your previous employers and others who may be able to provide information to us to assist in our decision on whether or not to make you an offer of employment or engage you under a contract.

The Privacy Act contains exemptions in relation to certain acts undertaken in respect of employee records and related bodies corporate. Where appropriate we may make use of relevant exemptions in the Act.

We endeavour to collect your information directly from you. However, in some circumstances we may collect your information from third parties, such as your employer or contracting organisations, a service provider or from a publicly available record.

### **3. Why do we collect, use and disclose personal information?**

We may collect, hold, use and disclose your personal information for the following purposes:

- to facilitate community engagement, sponsorship, consultations or forums;
- to respond to enquiries or complaints about our business, operations, projects and facilities;
- to operate, protect, improve and optimise our website, our business and our users' experience;
- to send you administrative messages, reminders, technical notices, updates, security alerts, and information requested by you;
- as part of the sale of goods or services to either you or us, the administration of lease agreements, the transfer of assets and other corporate transactions;
- to comply with our legal obligations, resolve any disputes that we may have with any of our stakeholders both internal and external, and to enforce our agreements with third parties; and
- to consider your application, if relevant, for employment or a position with us, whether as a direct employee or contractor.

### **4. Do we use your personal information for direct marketing?**

We and/or our carefully selected third parties may send you direct marketing communications and information about the energy and other products and services that we or they provide. This may take the form of emails, SMS, or other forms of digital marketing such as advertising through any Pacific Blue apps, social media or third-party websites. Our marketing communications will always be in accordance with the Spam Act and the Privacy Act.

You may opt-out of receiving marketing materials from us by contacting us using the details set out below (See "Contact us"), by using the opt-out facilities provided in the marketing communication (such as an unsubscribe link) or by updating your marketing preferences using [this form](#).

### **5. To whom do we disclose your personal information?**

We may disclose personal information for the purposes described in this privacy policy to:

- our employees, contractors and related bodies corporate;
- third party suppliers, contractors and service providers, including our information technology suppliers and communication suppliers;
- our professional advisers, dealers and agents;



- our existing or potential agents, business partners or partners;
- anyone to whom our assets or businesses (or any part of them) are transferred;
- specific third parties authorised by you to receive information held by us; and/or
- other persons, including government agencies, regulatory bodies and law enforcement agencies, or as required, authorised or permitted by law.

## **6. Credit reporting**

We may prior to the provision of services to or from you collect, use, hold and disclose credit-related information about you for the purposes of assessing your creditworthiness (or the creditworthiness of your related company or other entity that is to be our customer). Please refer to our separate "Credit Reporting Policy" and "Credit Reporting & Collection Statement", which can be found on our website.

## **7. Disclosure of personal information outside of Australia**

When you provide your personal information to us, you consent to the disclosure of your information outside of Australia. We may disclose personal information outside of Australia to our carefully selected third party sales and operational support service providers located in Fiji, India, New Zealand, the European Union, the Philippines and South Africa. We will, however, take all appropriate steps to ensure that our third-party providers operate in accordance with the Privacy Act in relation to your personal information.

## **8. Using our website and cookies**

We may collect personal information about you when you use and access our website. While we do not use browsing information to identify you personally, we may record certain information about your use of our website, such as which pages you visit, the time and date of your visit and the internet protocol address assigned to your computer.

We may also use 'cookies' or other similar tracking technologies on our website that help us track your website usage and remember your preferences. Cookies are small files that store information on your computer, mobile phone or other device. They enable the entity that put the cookie on your device to recognise you across different websites, services, devices and/or browsing sessions. You can disable cookies through your internet browser, but our websites may not work as intended for you if you do so.

We may also use cookies to enable us to collect data that may include personal information. For example, where a cookie is linked to your account, it will be considered personal information under the Privacy Act. We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy.

## **9. Security**

We are committed to keeping your personal information secure. We take reasonable steps to protect your personal information from misuse, interference, and loss, as well as unauthorised access, modification or disclosure and we use a number of physical, administrative, personnel and technical measures to protect your personal information. Additionally, all staff and third party contractors are bound by contractual obligations and our own internal policies regarding cyber security and data protection.



## 10. Links

Our website may contain links to websites operated by third parties. Those links are provided for convenience and may not remain current or be maintained. Unless expressly stated otherwise, we are not responsible for the privacy practices of, or any content on, those linked websites, and have no control over or rights in those linked websites. The privacy policies that apply to those other websites may differ significantly from our Privacy Policy, so we encourage individuals to read them before using those websites.

## 11. Accessing or correcting your personal information

You can request access to the personal information that we hold about you by contacting us using the contact details below (See "Contact us"). We will respond to your request within a reasonable time (typically within 30 days). Sometimes, we may not be able to provide you with access to all of your personal information and, where this is the case, we will tell you why. We may also need to verify your identity when you request access to your personal information.

If you think that any personal information that we hold about you is inaccurate, please contact us. If we agree to your correction request, we will promptly correct any personal information that we hold about you that we are satisfied is inaccurate, out-of-date, incomplete, irrelevant or misleading.

You will not be charged for requesting access to, or for the correction of, your information. However, we might have to charge a reasonable administrative fee to cover our costs of providing access to you.

## 12. Making a complaint

If you think we have breached the Privacy Act, or if you wish to make a complaint about the way we have handled your personal information, you can contact us using the details set out below (See "Contact us"). Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within a reasonable period of time.

If you think that we have failed to resolve the complaint satisfactorily you have the right to escalate your complaint to the Officer of the Australian Information Commissioner (OAIC).

**Email address:** [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)

**Website:** [www.oaic.gov.au](http://www.oaic.gov.au)

## 13. Training and awareness

All our staff and management must undertake privacy training as part of their induction to Pacific Blue. Ongoing training is also provided to staff who collect or handle personal information at least every 2 years.

## 14. The role of our Privacy Officer

Monitoring of Pacific Blue's compliance with its privacy obligations is undertaken by our Privacy Officer, who is responsible for:

- developing and implementing privacy and internal information handling frameworks, including our corporate privacy management plan;
- actioning recommendations from Pacific Blue's management and Board of Directors;



- development of privacy training for Pacific Blue staff;
- responding to enquires from individuals and the Australian Information Commissioner;
- investigating and managing complaints about Pacific Blue's handling of personal information;
- remediating privacy breaches;
- responding to queries and requests between Pacific Blue and the Australian Information Commissioner; and
- where required, reporting breaches to the Australian Information Commissioner in line with the requirements of the Privacy Act.

## 15. Contact us

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

**Email address:** [privacyofficer@pacificblue.com.au](mailto:privacyofficer@pacificblue.com.au)

**Mail address:** Privacy Officer  
Pacific Blue Retail Pty Ltd  
  
Level 13/700 Collins Street  
Docklands, Victoria, 3008  
Australia

## 16. Changes to our Privacy Policy

We may change this Privacy Policy from time to time, including in order to comply with any future amendments to the Privacy Act or related laws or regulations. Any updated versions of this Privacy Policy will be effective from the date of posting on our website.

This Privacy Policy was last updated in March 2024.



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