



Firesense Pty Ltd (ABN 11720788915) (collectively, “we”, “our” or “us”) are bound by the *Privacy Act 1988* (Cth) (**Privacy Act**) and Australian Privacy Principles (**APPs**). This Privacy Policy covers our treatment of personal information that we collect, hold, use and disclose. In this Privacy Policy, "personal information" means information or an opinion, whether true or not, about an individual who is identified or reasonably identifiable.

You should be aware that the handling of personal information by third parties will be subject to those third parties' own privacy policies, and participation in other promotional offers may be subject to additional terms and conditions. You should familiarise yourself with those policies and terms and conditions before providing personal information or agreeing to participate in other offers.

We may update this Privacy Policy from time to time. The most current version will be posted on our website at www.firesense.com.au (the **Website**), and is also available by contacting us using the contact details below.

Types of personal information collected

The types of personal information that we collect and hold will vary depending on your dealings with us.

This information may include any or all of the following:

- name, address(es), telephone number(s) and other contact details;
- electronic address(es);
- sales data relating to your use or purchase of our products, services or benefits;
- payment information;
- if applicable, employment information; and
- any other personal information which you provide to us.

From time to time, you may provide us, and we may collect from you, personal information of a third party (for example, for delivery purposes). Where you provide the personal information of a third party, it is your responsibility to ensure that those persons are aware of this Privacy Policy, understand it and agree to accept it. You do not have to provide us with any personal information. However, if you do not do so, we may not be able to provide you with products, services or benefits you have requested.

How we collect personal information

Generally, we collect personal information directly from you, such as:

- when you create an account with us
- when you purchase or use a product or service from us, during the course of us providing you with a requested product or service;
- when you contact us or provide feedback to us,
- when you provide services to us,
- when you use our website or social media,
- from correspondence (whether verbal, in writing or electronically);
- while conducting customer satisfaction and market research surveys;
- when you participate in the promotions we conduct;
- when you apply for employment with us;
- when you have other dealings with us.

		NSW Head Office	Victoria Branch	Queensland Branch
FireSense Pty Ltd ATF FireSense Trust	Postal Address:	18-20 Brookhollow Ave Baulkham Hills NSW 2153	4/297 Ingles St Port Melbourne VIC 3207	23/160 Lytton Rd Morningside QLD 4170
ABN: 11 720 788 915	PO Box 7026 Baulkham Hills BC NSW 2153	Ph: (02) 8850 2888 Fax: (02) 8850 2999	Ph: (03) 9646 4557 Fax: (03) 9646 4558	Ph: (07) 3890 8842 Fax: (07) 3890 8894
www.firesense.com.au	Australia			



We may collect personal information about you indirectly, for example through:

- purchases that you make from us;
- our business partners;
- during service or maintenance visits;
- providers who support our marketing activities;
- third parties who supply services to us.

Consequences if you do not provide personal information

If you do not provide your personal information, we may not be able to provide you with products, services or benefits you have requested.

Why we collect, hold, use and disclose personal information

We will use and disclose the personal information we collect for the purpose disclosed at the time of collection, or otherwise as set out in this Privacy Policy. We will not use or disclose your personal information for any other purpose than our business relationship without first seeking your consent, or where authorised or required by law.

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

- to assist with planning of your projects
- to provide & manufacture the products, services or benefits you have requested from us;
- to communicate with you, including (but not limited to), financial administration, dispatch and tracking information,
- direct sales & marketing, training programs and service requirements;
- to answer any inquiry you make;
- to understand and gain insights into marketing campaign performance and to plan future programs;
- to undertake recruitment processes;
- to otherwise enable us to perform our business activities and functions; and
- for any other purpose you consent to.

We may also disclose your personal information to other third parties such as:

- our business partners and suppliers;
- organisations that provide us with technical and support services;
- regulatory authorities;
- couriers and delivery contractors;
- potential acquirers of the whole or part of our business or assets; and
- our consultants and professional advisers.

If we disclose information to a third party, we generally require that the third party protect your information to the same extent that we do.

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Direct Marketing

We may also use and disclose your personal information to send direct marketing to you, including electronic direct marketing. You may opt-out of receiving this direct marketing at any time through the unsubscribe function that will be made available to you within the direct marketing. The direct marketing may relate to:

- our products and services;
- the products and services of other parties; and
- other solutions we believe may be of interest to you.

How we store and protect personal information

We store personal information in a combination of computer storage facilities, paper-based files and other records. We maintain appropriate physical, procedural and technical security for our offices and information storage facilities so as to prevent any loss, misuse, unauthorised access, modification or disclosure of personal information. This also applies to disposal of personal information.

We further protect personal information by restricting access to personal information to only those who need access to the personal information do their job. Physical, electronic and managerial procedures have been employed to safeguard the security and integrity of your personal information. We will destroy or de-identify personal information once it is no longer needed for a valid purpose or required to be kept by law.

Do we send personal information overseas

If we disclose personal information overseas in other circumstances, we will do so in compliance with the requirements of the Privacy Act. We will, where practicable, advise you of the countries in which any overseas recipients are likely to be located, including by updating this Privacy Policy. From time to time we may engage an overseas entity to provide services to us, such as cloud-based storage solutions. Please note that the use of overseas service providers to store personal information will not always involve a disclosure of personal information to that overseas provider. By providing your personal information to us, you consent to us disclosing your personal information to any such overseas recipients for purposes necessary or useful in the course of operating our business, and agree that APP 8.1 will not apply to such disclosures. For the avoidance of doubt, in the event that an overseas recipient breaches the Australian Privacy Principles, that entity will not be bound by, and you will not be able seek redress under, the Act.

How to correct or request access to your personal information

We will take reasonable steps to make sure that the personal information we collect, hold, use or disclose is accurate, complete and up to date. If your personal details change, you can contact us to let us know using the details provided under the heading “How to contact us or make a complaint” below, though we are not obliged to correct any of your personal information if we do not agree that it requires correction and may refuse to do so. At your request, we will provide you with a copy of any personal information which we hold about you. On the rare occasion that refuse a request, we will provide you with a written notice stating our reasons for refusing. We will respond to all requests for access to or correction of personal information within a reasonable time.

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Digital Technologies

We and third parties may use digital technologies such as cookies, web server logs and web beacons in connection with the use of websites and other online services. Please note this Privacy Policy applies to our collection, use, disclosure and storage of personal information only.

Our Website may use cookies to track user traffic patterns and to better serve you when you revisit the Website. A cookie is a small data file that a website may write to your hard drive when you visit it. A cookie file can contain information, such as a user ID which the website uses to track the pages you have visited. You can refuse all cookies by turning them off in your browser. However, full functionality for our Website requires the use of cookies. Information is also generated whenever a page is accessed on our website that records information such as the time, date and specific page. We collect such information for statistical and maintenance purposes that enables us to continually evaluate our website performance. Third party vendors use cookies to serve ads based on a user's prior visits to your website or other websites.

How to contact us or make a complaint

If you have any questions about this Privacy Policy, if you wish to update information we hold about you or if you wish to make a complaint about our collection, use or disclosure of your personal information under this Privacy Policy, please contact our compliance & finance manager

Luke Schweizer
18-20 Brookhollow Ave NORWEST NSW 2153

Telephone: 02 8850 2888
Email: accounts@firesense.com.au

We take all complaints seriously, and will respond to your complaint within a reasonable period. If our response does not address your concerns to your satisfaction, you may have the right to make a complaint to the Office of the Australian Information Commissioner:

Office of the Australian Information Commissioner
GPO Box 5218 Sydney NSW 2001

Telephone: 1300 363 992
Email: enquiries@oaic.gov.au

If you wish to make a complaint regarding a third party's handling of personal information, you should contact that third party at the details set out in their privacy policy.

Updated June 2026

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