

SENROR TECH Pty Ltd Customer Privacy Policy

Senror Tech's Customer Privacy Policy covers the collection, use, and disclosure of personal information that may be collected by Senror Tech anytime you interact with Senror Tech, such as when you visit our website, when you purchase Senror Tech products and services, or when you call our sales or support associates. Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at Senror Tech, and we go to great lengths to protect it.

Why we collect personal information

We collect your personal information because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our products and services and focus on categories of greatest interest to you. In addition, your personal information helps us keep you posted on the latest product announcements, software updates, special offers, and events that you might like to hear about.

If you do not want Senror Tech to keep you up to date with Senror Tech news, software updates and the latest information on products and services click www.senortech.com.au and update your personal contact information and preferences.

What information we collect and how we may use it

There are a number of situations in which your personal information may help us provide you better products. For example:

- We may ask for your personal information when you're discussing a service issue on the phone with an associate, downloading a software update, participating in an online survey, registering your products, or purchasing a product.
- When you interact with Senror Tech, we may collect personal information relevant to the situation, such as your name, mailing address, phone number, email address, and contact preferences; and information about the Senror Tech products you own, such as their serial numbers and date of purchase; and information relating to a support or service issue.
- We also collect information for market research purposes to gain a better understanding of our customers and thus provide more valuable service.
- We collect information regarding customer activities on our websites to help us to determine how best to provide useful information to customers and to understand which parts of our websites, products, and Internet services are of most interest to them.
- We may use personal information to provide products that you have requested as well as for auditing, research, and analysis to improve Senror Tech's products.

Your Senor Tech Login ID and related information

The Senor Tech website allows you to create an “Senor Tech Reseller Login ID” based on your personal information. This convenient service saves you time and allows for easier use of our web services. Here’s how it works: You create a personal profile — providing your name, phone number, email address, and in some cases your mailing address — and choose a password and password hint (such as the month and day of your birth) for security. The system saves your information and assigns you a personal Senor Tech ID — in many cases simply your email address, because it’s unique and easy to remember. The Reseller Login section allows you to view promotions, redeem special offers, view the latest updates and reseller newsletters.

When we disclose your information

Senor Tech takes your privacy very seriously. Senor Tech does not sell or rent your contact information to other marketers.

Within the Senor Tech Group

To help us provide superior service, your personal information may be shared with legal entities within the Senor Tech group globally who will take steps to safeguard it in accordance with Senor Tech’s privacy policy.

With our service providers, vendors, and strategic partners

There are also times when it may be advantageous for Senor Tech to make certain personal information about you available to companies that Senor Tech has a strategic relationship with or that perform work for Senor Tech to provide products and services to you on our behalf. These companies may help us process information, extend credit, fulfill customer orders, deliver products to you, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. These companies are also obligated to protect your personal information in accordance with Senor Tech’s policies, except if we inform you otherwise at the time of collection. At times we may be required by law or litigation to disclose your personal information. We may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary.

How we protect your personal information

Senor Tech takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

Senor Tech may update its privacy policy from time to time. When we change the policy in a material way a notice will be posted on our website along with the updated privacy policy.

Last updated June 29, 2010

© 2010 Senor Tech Pty Ltd All rights reserved.