



Alpha Energy Pty Ltd Privacy Policy

Thank you for visiting the Alpha Energy's website. Alpha Energy is referred to in this Privacy Policy as 'Alpha Energy', 'we' and 'us'. This Privacy Policy explains how we use and handle personal information and comply with the requirements of the National Privacy Principles in the Privacy Act 1988 (the "Privacy Act"). We recognise the importance of maintaining the privacy and confidentiality of your personal information. We treat your data the same whichever of our websites you are visiting. Some parts of this Privacy Policy may not apply to some of our websites. For example, you may not be able to register on some of our websites.

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The Information We Collect and How We Use It

Alpha Energy may collect information from you so that you may enjoy the features offered on the Site and so we can send you information about new products, competitions, events and special offers. Typically, we may ask a user to submit personal and/or demographic information, and it will usually take the form of either: (1) registration; (2) requests for technical support/customer service; and/or (3) personal information submitted in a business capacity (e.g. CVs). Any information you provide is safeguarded under the terms of the Privacy Act .

Registration

In order to register for the Site, and participate in the Site's on-line shopping, promotions and competitions, Alpha Energy will require the following information: your name and e-mail address. We

request these details in order to register you as a user of the Site, to provide services to you and to respond to any queries you may have.

Technical Support/Customer Service

On our Site we provide a link through which an online visitor can send an e-mail to info@alphaenergy.com.au addressing any issue a user encounters with an Alpha Energy product. Alpha Energy may collect and temporarily store personal information that you voluntarily submit to us via e-mail when contacting Support. Any personal information contained in such an email is used by Alpha Energy for the sole purpose of responding to your question. Although most e-mail messages are deleted immediately after they are responded to, in certain cases hard copies or data from certain e-mail correspondence may be kept on file for security purposes. Any such copy or data will also be stored in a secure location, and information from these messages will not be used for marketing purposes. In addition to the uses specified above, we may on occasion use your personal and demographic information for our internal marketing and demographic studies, so we can constantly improve the products and services we provide you. We may also ask you for other information, including, but not limited to, your interests, gender, postal address and telephone number in order to assist us in our initiatives outlined above and to improve our understanding of customer trends and patterns. However, we will clearly mark whether or not we need such information for providing the product or service requested.

Your data, together with that of other users of the Site, may be aggregated (e.g. by postcode or age) for the purpose of building statistical and analytical reports. At no time will your data be individually identifiable in such reports. No matter what method we use to collect information and no matter how we use that information, we will only collect the information deemed reasonably necessary to fulfill your online requests and our legitimate business objectives.

What Happens If I Choose Not To Give My Personal Information?

If you choose not to submit personal information when requested, you may not be able to participate in certain activities on our Site and the services we can provide you may be limited considerably. For example, if you refuse to provide your email address when registering, you will not be able to enter competitions and receive our newsletter. However, to simply use our Site you do not need to give us any personal information.

Cookies

When you visit this Site we may send cookies to your computer primarily to enhance your on-line experience. Cookies are small files or record-keeping devices that websites often store on a user's computer in order to identify them as a unique customer and store personal preferences as well as technical information. For example, cookies allow us to remember your screen name, tell us that you have visited our website in the past, and may contain information that will make your next visit to our Site more enjoyable. In addition, cookies may include information about the type of browser software you use to access the Internet (e.g., Internet Explorer or Netscape 3.0), the type of operating system you

use (e.g., Windows 95, Mac, etc.), and/or the domain name of your Internet service provider. However, Alpha Energy will not use cookies to store any personal information, such as your name, or retrieve information from your computer that was not originally sent in a cookie.

Although most browsers are initially set up to accept cookies, you can set most browsers at any time to refuse all cookies or indicate when a cookie is being sent. However, please note that some parts of this Site may not function properly if you refuse cookies.

IP Addresses

Alpha Energy does not keep track of Internet Protocol (IP) addresses. An IP address is a numeric address that is assigned to your computer by your Internet Service Provider. Your IP address is typically used to identify your computer every time you log on to the Internet.

Other Passive Information

Other information collected passively by Alpha Energy is in the form of logs files that record website activity; including how many hits a particular web page is getting (sometimes referred to as click-through data). For example, log file entries are generated every time a visitor clicks an image on our Site. These entries are generated anonymously, and enable Alpha Energy to assess overall site activity, track interest in particular portions of our Site, troubleshoot technical concerns, and identify the type of browser you are using. We may also use the log file entries for our internal marketing and demographic studies, so we can constantly improve the products and services we provide you. Log files are used internally only, and are not associated with any particular user or with any personal information.

Information Sharing

We may share information about visitors to this Site in aggregate with third parties including advertisers, business partners, and sponsors, to understand customer trends and patterns and manage and improve our business relationships. Please be assured that such information will be anonymous and will contain no personally identifiable information about you, or any other user of this Site.

Like many businesses, we use a range of service providers to help us to maximise the quality and efficiency of our services and business operations and to obtain professional advice. Our customer support function is outsourced to a third party contractor. This means that agents and contractors of Alpha Energy will sometimes have access to personal information held by us. We require our service providers to respect the confidentiality of information that they handle on our behalf, and to protect it in a manner consistent with this Privacy Policy and the Privacy Act.

We may disclose personal information in the following circumstances:

- In response to a court order, a subpoena or other request with which we are required to comply by law. We may also disclose such information in response to a law enforcement agency/s? request;
- When you have given us your consent to do so;

- When we believe it necessary in order to provide you with a service you have requested;
- To protect our rights, property or personal safety, or that of any member of the public; and
- In the event that the assets and operations of our business are transferred to another party as a going concern.

Links, Advertisers, Third Party Sponsors & Ad-Servers

Occasionally, the Site may contain links to other sites where information practices may be different to ours. For example, if you click on a banner advertisement, the click may take you off this Site. This includes links from advertisers, channel sponsors and partners that may use our logos as part of a co-branding agreement. Visitors should consult the other sites privacy notices as we are not responsible for and have no control over information that is submitted to, or collected by, these third parties. We sometimes may offer content (e.g., competitions or promotions) that is sponsored by or co-branded with identified third parties. By virtue of these relationships, the third parties may obtain personally identifiable information that you voluntarily submit to participate in the Site activity. We are not responsible for and have no control over these third parties use of this information. However, we will notify you at the time of requesting personally identifiable information if these third parties will obtain such information.

Security

Although absolute security cannot be guaranteed on the Internet, please be assured that this Site has measures in place to protect the loss, misuse and alteration of the information under our control. We will continue to maintain and improve these measures over time in line with legal and technological developments. Personal information collected by Alpha Energy is stored in secure operating environments that are not available to the public. In many instances the personal information is encrypted before you conduct your transaction. To transmit your information securely you must have a browser enabled with Secure Socket Layer (SSL) protocol. Browsers that have this software include Netscape Navigator 3.0 or higher, and Microsoft Internet Explorer 3.0 or higher.

Your personal information will be stored securely in Australia by Alpha Energy (UK) Ltd, the parent company of Alpha Energy. We will ensure that Alpha Energy (UK) Ltd will handle your personal information in a manner consistent with this Privacy Policy and the Privacy Act.

Changes to Our Privacy Policy

If we decide to change this Privacy Policy, the changes will be posted on this page so that you are always aware of the information we collect, how we use it and under what circumstances we disclose it. The amended Privacy Policy will apply between us whether or not we have given you specific notice of any change. We will not use or disclose personal information provided to us in ways unrelated to the ones described above without informing you and providing you with an opportunity to opt-out of these unrelated uses.

Access to Information

You can contact us at any time by e-mail and request to see the personal information we have collected through this Site which relates to you, and in some cases, your children, and to ask us to make any necessary changes to correct or update your information. To protect your privacy and security we will take reasonable steps to verify your identity before granting access.

Opting Out

You may at any time de-register from the Site and have your personal information removed from the Alpha Energy database by contacting us and requesting de-registration. We will then remove your registration details from our database and inform you that it has been done.

Questions and Complaints

If we become aware of any ongoing concerns or problems concerning our privacy practices, we will take these issues seriously and work to address these concerns.

If you have any questions or complaints either relating to the Site or this Privacy Policy please contact:

Alpha Energy Pty Ltd

33 Lillee Street, Tullamarine

Email: info@alphaenergy.com.au

Phone: 1300 665 776

1300 calls are a free call in service to Alpha Energy Clients

Privacy Policy Terms and Conditions Legal notices

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