

KEATS ACCOUNTING - PRIVACY POLICY (2014)

Keats Accounting respects and values privacy and protects the personal information of others, including clients, customers, employees, contractors, individuals and visitors to our website. This privacy policy outlines how we ethically collect, use, disclose, store and otherwise manage your personal information and comply with our obligations under the Privacy Act 1988 and the amended Australian Privacy Principles (APPs) of March 2014.

How We Collect Your Information

The main purposes for which we collect personal information are:

- where it is necessary for us to provide our services;
- to maintain contact with clients;
- to keep clients and contacts informed of the services and events we offer and of current developments such as changes of business hours;
- for administration and management purposes; and
- to provide you with information about other services we offer that may be relevant to you.

Generally we will collect personal information directly from you. It may be necessary for us to collect additional personal information from a third party, or from a publicly available source. We will only collect personal information in that way where you have consented, you would reasonably expect us to collect personal information in that way, or if it is necessary for a specific purpose in the performance and administration of our services.

We may also collect personal information about you from your use of our websites and information you provide to us through the registration process on our website.

Information Collected

The type of personal information which we will collect includes your name, contact details, email, tax file number/s, and where relevant, bank account details, and details of directorships, shareholding or other investments, Australian Business Number or Australian Company Number, which will be utilised during the performance and administration of our services.

We do not seek to collect sensitive information (e.g. data relating to professional memberships, race or ethnic origin, religious beliefs, criminal record, physical or mental health, or sexual orientation) from you. If it is necessary for us to collect sensitive information, we will obtain your explicit consent to collect and use such information.

How We Use the Information

We will only use your personal information to perform professional services, respond to your requests or to provide you with further information, such as newsletters about Keats Accounting.

We may use your information to contact you by email to perform our services. We will hold your personal information for only as long as is required to fulfil the purposes for which it was collected or as required by law.

We do not share your personal information with any other third parties, unless you have given us permission to do, for example a referral partner. We require that these organisations protect your information in a similar manner to our Privacy Principles. We do not and will never sell your personal information.

Keats Accounting is a member of the Institute of Chartered Accountants (ICAA), the National Tax and Accountants' Association, and the Frankston Business Network.

We may transfer or store, process or back-up your personal information on computer servers or networks which are cloud-based. When this is the case, we will take all necessary steps to ensure that the security of your personal information is maintained and that it is used consistent with this policy and our obligations under the Privacy Act.

Use of Cookies and Personal Information

You do not have to provide us with any personal information if you are a visitor to our website and **we do not use cookies on our website**. Cookies are small text files that are placed on your computer to track your site visits along with other statistical information.

You may choose to provide us with personal information in some circumstances when you access our website, including where you wish to subscribe to our newsletters or ask us to respond to your queries. If you provide us with someone else's personal information, you should only do so if you have their authority or consent. You should also take reasonable steps to inform them of the matters set out in this Privacy Policy.

Social Media

Our website may host social media applications or services that allow you to share personal information and content with other users ('Social Media Applications'). Any personal information or content that you contribute to any Social Media Applications can be read, collected and used by other users over whom we may have no control. We are not responsible for any use, misuse or misappropriation by other users of any personal information or content that you contribute via any Social Media Applications.

Our website may include links to third party websites. If you access those websites (even via a link from our website) you will be subject to their privacy policy. You may wish to consider the privacy policy of the third party website providers, which Keats Accounting will not be taken to endorse or accept by providing a link from our website.

Security of Your Information

We will take reasonable commercial measures to ensure the security of your personal information, whether kept in electronic form or hard copy.

We use a range of physical and electronic procedures to ensure the privacy of your personal information is safeguarded. These include restricting physical access to our offices, maintaining a secure database system, passwords, encryption and firewalls along with regular backups of all our data files. However, the internet is not secure and we cannot guarantee the security of any information sent to us via the internet.

How You Can Access Your Information

If you are a client of Keats Accounting, in most cases you can access the personal information we hold about you by contacting our Receptionist. We will attempt to deal with and respond to your specific requests as quickly as possible. In some circumstances we may refuse to give you access to personal information and in these circumstances we will explain why (e.g. it may be a conflict of interest to provide the information).

If you believe that any personal information which Keats Accounting has collected about you is inaccurate, incomplete or not up-to-date, please contact us and we will take reasonable steps to correct it in accordance with the requirements of the Privacy Act.

Keats Accounting will regularly update and review our privacy policy in accordance with any future required Privacy Principle additions or amendments. A current version of our Privacy Policy will always be available on our website.

How to Contact Us

You may request further information about the way we manage your personal information by emailing info@keatsaccounting.com.au or in writing to Samantha Keats, Director, Keats Accounting, PO Box 2392, Seaford, 3198.