



## Privacy Policy

In connection with telecommunication services we supply, in addition to the matters set out in the Me Sim Privacy Policy available at [www.mesim.au](http://www.mesim.au), we may also:

- collect your personal information when you activate or use a telecommunication service, we provide, or when we are otherwise required by law to collect personal information about you;
- to comply with applicable laws in relation to telecommunications services that we provide, collect information required to verify your identity and other account information, metadata generated through your use of our services (e.g. the date, time and duration of communications you make using those services), and information required for us to discharge our interception and other obligations relating to law enforcement; and
- disclose your personal information when required by law, including where required by law enforcement agencies under a warrant.

### Personal information

We may collect and hold the following: -

- personal details like name, date of birth, driver licence, medicare, passport number
- contact details like physical, postal, work and email addresses and phone numbers
- financial details like bank account, credit card numbers, your billing and payment history with us
- service-related details like your username, encrypted password and service usage history, support incidents, enquiries, and complaints
- other details relating to special situations like specific health information if you apply for priority assistance and information about any authorised representative you appoint
- Data Retention Law details (where that law applies) like subscriber and account details, service details, detailed about telecommunications devices, the source and destination of communications, the date and time of communications and connection to services, the type of a communication or service and location details.

In any case, we only collect personal information that is reasonably necessary to support our functions and activities. If we cannot collect the information, we need about you, we may not be able to supply the products or service you want.

## Collecting personal information

Unless it is not reasonable or practicable to do so, and in other cases allowed by law, we will collect personal information about you directly from you (eg when you contact us by phone or online, or at our premises, or fill in an application form).

In other cases, we may collect personal information about you from:

- publicly available sources like phone books
- other companies in our group that you may have dealt with
- third parties like our business partners, your authorised representative/s and wholesalers
- information brokers
- other telecommunication and information service providers that interact with us in providing products to you (eg overseas when you use a roaming mobile service)
- fraud checking agencies
- our dealers, contractors, and other representatives that you may deal with
- our websites and how you use them
- various parties listed under Disclosing personal information below.

## Using personal information

We may use personal information:

- to identify you,
- for credit checks,
- to prevent fraud
- for credit checks
- to prevent fraud
- to supply products (including goods and/or services) to you
- to give you information about us and our products, and product offers
- for direct marketing – see Direct marketing for details
- to improve our products, our marketing, and our website
- to answer your enquiries
- to give you customer support and service
- to better understand your needs and respond to them
- to manage and plan our products and business
- to charge and bill you for products you use
- to collect payment from you
- to monitor, manage, test and improve our network and facilities
- to comply with various laws that apply to us, including the Telecommunications Act 1997, the Data Retention Law and our obligations under any carrier licence that we hold
- to conduct competitions or promotions in which you participated
- for other purposes related to the operation of our business.

## Protect your mobile services from unauthorised access

Me Sim a Division of Macarthur Telecom (ABN 92 633 474 076) has security measures in place to protect your Privacy. We will always verify your identification when you request access to your account. Verification is done by requesting account identification, passwords and personal information about you that we can use to identify you when you contact us or log into our system. Anyone who knows this information can access your account so you must keep this information secure.

## Holding personal information

We hold personal information in hard and/or soft copy at our offices and in other facilities that we own or license from third parties, like data centres. We take reasonable steps to keep it secure and to protect it from unauthorised access, use or alteration. Where required by the Data Retention Law, it will be encrypted.

## Why we collect and hold personal information

We collect and hold personal information because

- we may need to use it to operate our business
- we may need to provide it to other parties in connection with our business
- we may need it to comply with the law, including the Data Retention Law.

## Disclosing personal information

We may disclose personal information as reasonably required, to contractors and suppliers who supply or support us in:

- market research, sales and marketing
- direct marketing – see Direct marketing for details
- identity and fraud checking
- credit management
- service provisioning
- installation, maintenance and repairs
- helpdesk and enquiries
- support and complaint management
- communications and mailing
- billing, debt recovery and credit management
- network and product design and maintenance
- corporate strategy
- legal and regulatory advice and compliance
- accounting and financial planning
- risk management
- otherwise providing goods and services that we use to operate our business and provide products and support to you
- to your authorised representative/s
- if you ask us to do so
- to our agents, dealers and members of our corporate group
- to our business partners and wholesale suppliers

- to other telecommunication and information service providers that interact with us in providing products to you (eg overseas when you use a roaming mobile service)
- to the manager of the Integrated Public Number Database, the Australian Communications and Media Authority, police, law enforcement and national security agencies and other authorities when and as required by law
- to authorised agencies under the Data Retention Law

to the public generally to publicise and promote the name of competition or promotion winners in accordance with the terms and conditions of those competitions or promotions or as required by applicable gaming and lottery legislation in your state or territory unless you are permitted at law to request that we do not do so

- to organisations that provide credit or finance to us
- to persons who invest in or acquire all or part of our business or company or are considering doing so.

Some of these parties may be based overseas and countries where you use roaming services while travelling.

### **Direct marketing**

We may use and disclose personal information to direct market to you products offered by us, our agents, dealers and members of our corporate group, and our business partners, where we think the offers will be of interest to you, using:

- post
- email
- electronic messaging
- social media
- targeted web content
- other direct marketing channels.

Direct marketing may continue until you opt-out by calling the number in Contacting us even if you are no longer our customer.

### **Accessing and correcting personal information**

Please contact us for these purposes using the details in Contacting us below. We shall process and respond to your request in accordance with Australian Privacy Principle 12. There is no charge for making a request but a reasonable administrative charge, on a cost recovery basis, may be payable before we agree to provide access.