

PRIVACY POLICY

LAST UPDATED 13 April 2021

Application

To the extent lawful, this Privacy Policy applies to all business conducted by The Missing Link in Australia, New Zealand, the United Kingdom and the EEA.

Commitment

The Missing Link is committed to compliance with applicable privacy regulation, including the Act, the APPs, and the GDPR; and we will conduct ourselves in accordance with this policy.

Collecting information

The Missing Link collects your personal information in various ways, such as email, phone calls, or personal meetings with you, and from third parties including the Internet. We may combine the information we collect from you with information obtained from other sources to help us improve its overall accuracy and completeness, and to help us better tailor our interactions with you.

In addition, we may also collect information relating to your use of our websites through the use of various technologies, including cookies - see detailed information in our Cookie Policy here:

<https://www.themissinglink.com.au/cookie-policy>

Use of information

The Missing Link may use information that we collect for the following purposes:

- Processing your order;
- Corresponding with you in connection with a job application;
- To fulfil your requests;
- To contact you for surveys (e.g. client satisfaction), to conduct market research, or in connection with transactions involving you;
- To support products or services you have obtained from us;
- For marketing purposes, if you have consented to such use expressly or otherwise; and
- For website statistic purposes.

We require your personal information if we do business with you, and we may be unable to fulfil our contractual obligations with you if you refuse to provide your personal information.

Sharing information

From time to time, we may share your personal information with any of our affiliated entities, including any affiliated entities involved in the provision of services to you. We may disclose your personal information to third parties:

- To provide equipment, software or services in fulfilment of, or otherwise to fulfil, our contractual obligations;

- If the third party contracts with us to provide certain services you have requested and needs your personal information to do so;
- For marketing purposes, but only in accordance with this policy;
- If we sell or buy any of our business or assets - we may disclose your personal data to the prospective buyer or seller;
- If we, or substantially all of our assets, are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets; or
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or to protect the rights, property, or safety of The Missing Link, our customers, or others.

The Missing Link will only use third-party service providers who:

- Are bound to maintain appropriate levels of data protection, security and confidentiality; and
- Comply with any applicable legal requirements for transferring personal data outside the jurisdiction in which it was originally collected.

Retention

- Unless otherwise set out in this privacy policy, any other information we process about you will be retained by us until we no longer need it for the purposes for which it was collected, as set out in this privacy policy and/or the relevant fair processing notice.
- We will base that decision on a number of factors, including whether we are required by law to keep the information for a certain period of time, whether you have withdrawn consent to the processing, whether a contract has been performed, and the likelihood of us needing to retain the information if a claim arises, how up to date the data is, and whether there are exceptions set out in the applicable regulations that allow us to retain the personal data for a longer period or indefinitely.
- We will review and delete or destroy personal data on a regular basis. If we are unable, using reasonable effort, to delete or destroy the relevant data, we will ensure that it is encrypted or protected by other security measures so that it is not readily available or accessible by us.

Basis for collecting

We collect much of your information on the grounds of:

- Fulfilment of a contract (for example, to provide you or an organisation you represent with products or services you have purchased from us); and
- Legitimate interests (for example, to send you direct marketing about products and services similar to those you have purchased from us or negotiated or enquired about, or to help us administer the website).

Where we rely on legitimate interests, our legitimate interests are the promotion of the products and services offered by The Missing Link and the provision of information in respect of products and services you have already purchased from us or in which you have expressed an interest in purchasing.

If we are unable to rely on legitimate interests, fulfilment of a contract, or any other grounds we will request consent from you for the processing. This will be the case if, for example, you download documentation from us and we would like to send you marketing information about our products and services, or if we ask for your consent to non-essential cookies. If you give us your consent, you can withdraw it at any time by clicking on the link in the email we send you, or by

emailing privacy@themissinglink.com.au or privacy@themissinglink.co.uk, or by changing your preference in our Cookies tool (see our [Cookies Policy](#)).

Location

The personal data that we collect from you may be:

- Transferred to and stored outside the EEA;
- Transferred from there to another location outside the EEA; and
- Processed by staff outside the EEA who work for us or for one of our suppliers. These staff may be, among other things, fulfilling your order, processing your payment, or providing support services.

We will always take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. The places your personal data may be transferred will either offer adequate protection for your personal data, as determined by the European Commission, or we will make sure there are appropriate safeguards in place. We will also ensure adequate safeguards are in place when sending personal data to countries located outside the EEA, where additional measures are required by national law.

If you would like to know more about the basis on which we may transfer your data outside the EEA where a finding of adequacy hasn't been made, please contact privacy@themissinglink.com.au or privacy@themissinglink.co.uk.

Data quality

The Missing Link takes all reasonable steps to ensure the personal information we collect is accurate, complete and up to date.

Data security

The Missing Link implements appropriate security measures to prevent your personal data from unauthorised access, use, alteration, disclosure, or loss:

- The Missing Link protects the confidentiality and security of information we obtain in the course of our business; and
- Access to such information is limited, and policies and procedures are in place that are intended to safeguard the information from loss, misuse and improper disclosure.

For more information about our approach to data security please contact:

privacy@themissinglink.com.au or privacy@themissinglink.co.uk.

Openness

On request, The Missing Link advises what type of personal information we hold, for what purposes, and how we collect, hold, use and discloses that information.

Access and correction

The Missing Link provides access to individuals of their personal information, for the purpose of review and correction. If you have a query or wish to exercise any of your rights in relation to your personal information held by The Missing Link, please speak to the person you usually deal with at The Missing Link or contact The Missing Link (details in "Contact" section below).

Identifiers

The Missing Link does not use Government identifiers as our own.

Anonymity

The Missing Link cannot conduct its functions or activities without individuals identifying themselves.

Transborder data flows

The Missing Link ensures that any information transferred outside of the jurisdiction in which it was provided by an individual, is advised to the individual in advance, unless such transfer would be a reasonable expectation to complete an applicable transaction.

Sensitive information

The Missing Link will not collect Sensitive Information, as defined by the Act, without the consent of the individual, unless required by law. All Sensitive Information collected is held under a higher level of protection than other personal information.

Contact

If you have any requests, complaints or queries relating to your personal information, please email privacy@themissinglink.com.au or privacy@themissinglink.co.uk.

Changes to this policy

The Missing Link may update this policy, to reflect changes in our practices and services. When we make changes to this policy, we will update the "last updated" date at the top of this policy and post a notice of the changes on The Missing Link websites: www.themissinglink.com.au or www.themissinglink.co.uk. We recommend that you check these from time to time to inform yourself of any changes in this policy.

Definitions

In this policy, terms have the definitions specified in the Table below.

Table: defined terms

Term	Definition
Act	The Australian Privacy Act 1988 or the New Zealand Privacy Act 2020, as the context requires
APPs	The Australian Privacy Principles or the Information Privacy Principles, as the context requires, under the Act
EEA	European Economic Area
GDPR	European Union General Data Protection Regulation or United Kingdom General Data Protection Regulation, as the context requires
The Missing Link	TMLA, TMLNI, TMLS (AUS), or TMLS (UK), as applicable
TMLA	The Missing Link Automation Pty Ltd (Australian Company Number 635 431 220)
TMLNI	The Missing Link Network Integration Pty Ltd (Australian Company Number 101 690 635)
TMLS (AUS)	The Missing Link Security Pty Ltd (Australian Company Number 164 772 427)
TMLS (UK)	The Missing Link Security Limited (UK Company Number 13150327)

Your Rights

The Missing Link respects your rights, including:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

Data Representative

The Missing Link has appointed each of TMLA, TMLI, TMLS (AUS) and TMLS (UK) to undertake processing activities to which the Act or GDPR applies, which may occur in the UK or Australia, and each of these entities has appointed the other entities as its representative in accordance with the GDPR to act on their behalf if, and when, they undertake data processing activities to which the Act or GDPR applies. Such appointment is not intended to be an acknowledgement that the Act or GDPR is applicable to any of their processing activities.