

Privacy Policy

We respect your privacy

Rockingham Auto Group respects your right to privacy and is committed to safeguarding the privacy of our customers and website visitors. We adhere to the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). This policy sets out how we collect, use, store, share and discard your personal information.

Why do we collect your information?

We'll collect your information for a number of reasons, including:

- to respond to enquiries regarding the products and services that we and/or our authorised retailers offer;
- to facilitate transfer of ownership of a vehicle
- to facilitate financial service loans
- to allow you to test drive a car or provide you a loan car
- to provide and market our products and services;
- to administer customer and warranty claims and service and recall campaigns;
- to inform you of offers and events and to facilitate and process your ordering of any special offers, products and services;
- to meet our legal obligations.
- to manage the recruitment process

What kinds of information does Rockingham Auto Group collect?

Rockingham Auto Group only collects personal information that is reasonably necessary for our business functions and activities, or as required by law. We do not collect sensitive information unless it is necessary for these purposes and you have provided explicit consent, or the collection is authorised by law.

Sensitive information includes details such as racial or ethnic origin, political opinions, religious beliefs, sexual orientation, health information, genetic or biometric data, or membership of professional or trade associations, as defined under the Privacy Act 1988.

We may collect and hold the following information from you:

- Your contact and identification information such as your name, date of birth, contact number(s), email address(es), residential and/or business address(es), demographic information (such as postcode, age, gender) and driver's licence details.

- Your vehicle and servicing details including vehicle registration, vehicle purchase details, service appointment bookings.
- Your finance details such as financial, insurance or credit information, marital status, employment details and history.
- Additionally, we may also collect any other information you provide while interacting with us.

Cookies

We use cookies on our website. Cookies are small text files that are stored by your browser when you visit a website. This identifies the browser used and can be recognised by our web server. We use cookies to associate you with social media platforms like Facebook and, if you so choose, enable interaction between your activities on our Platforms and those social media platforms. Our website also uses cookies to analyse website traffic and help us provide a better website visitor experience. In addition, cookies may be used to serve relevant ads to website visitors through third party services such as Google Adwords. These ads may appear on this website or other websites you visit. You can object to the use of cookies through your browser settings. However, this may prevent you from taking full advantage of our website.

We uses Google Analytics to gather statistics about how this website is accessed. Google Analytics uses cookies to gather information for the purpose of providing statistical reporting.

The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers located outside of Australia. No personally identifying information is recorded or provided to Google.

Recruitment and Employment

We collect personal information from job applicants to assess suitability for employment. This may include your contact details, employment history, qualifications, and referee information. We may collect this information directly from you, from referees, or from recruitment service providers. Applicant information is used only for recruitment purposes and handled in accordance with the practices described in this Privacy Policy. If your application is unsuccessful, we may retain your information for a reasonable period for future opportunities unless you ask us not to.

Do we disclose your personal information to anybody?

Rockingham Auto Group may disclose your personal information in certain circumstances. We may disclose your personal information to:

- our related companies;

- the manufacturer of vehicles that we sell;
- insurance companies;
- credit providers;
- state government entities responsible for motor vehicle registrations and driving infringements;
- other companies or individuals who assist us in providing services or who perform functions on our behalf (such as mailing houses or our live chat service provider) who are generally contract-bound to protect your privacy;
- law enforcement bodies such as the police, who seek access to your personal information for law enforcement purposes; and
- anyone else to whom you have authorised us to disclose it.

For example we may disclose your personal information during the registration or transfer of a vehicle, or to an insurance company transacting Compulsory Third Party insurance. We may also disclose your personal information to the Motor Vehicle Manufacturer or Distributor to ensure the proper registration of Warranty details for the protection of the customers vehicle.

Where personal information is disclosed overseas, we take reasonable steps to ensure the recipient complies with the Australian Privacy Principles or equivalent protections

How we collect your personal information

Rockingham Auto Group collects personal information in several ways, including:

- Directly from you when you interact with us in person, by phone, email, or through our website (e.g., when you make an enquiry, purchase a vehicle, book a service, or complete a form).
- Electronically through our website and digital platforms, including the use of cookies and analytics tools to improve user experience and provide relevant advertising.
- Through correspondence such as emails, SMS, or social media interactions.
- From third parties, such as finance providers, insurers, vehicle manufacturers, or government agencies, where necessary to provide our services or meet legal obligations.
- Publicly available sources, where relevant and lawful.

Where practicable, we will provide you with a privacy notice at or before the time of collection, outlining why we are collecting the information and how it will be used.

When we collect information from third parties, we take reasonable steps to notify you of this collection and explain why it is being collected, unless it is obvious from the circumstances or required by law.

We will only use or disclose your personal information for direct marketing purposes as permitted by law and in accordance with your preferences

Is my personal information secure?

Rockingham Auto Group takes the security of your personal information seriously and complies with Australian Privacy Principles. We use a combination of physical, electronic, and managerial safeguards to protect your information from misuse, interference, loss, and unauthorised access, modification, or disclosure. These measures include locked storage, restricted access, encryption, secure servers, and staff training.

We also require our service providers to maintain strict security standards when handling your information. Personal information is retained only as long as necessary for business or legal purposes and securely destroyed or de-identified when no longer required.

We retain personal information only for as long as it is reasonably necessary to fulfil the purposes for which it was collected or to comply with legal and regulatory requirements. Once the information is no longer required, we will securely destroy or de-identify it. Physical records are destroyed using a certified document shredding service, and electronic records are permanently deleted from our systems in accordance with industry standards.

While we take reasonable steps to secure information during transmission (including SSL encryption), no method of transmission over the internet is completely secure. If a data breach occurs, we have a response plan in place to notify affected individuals and the Office of the Australian Information Commissioner (OAIC) where required and will take steps to prevent recurrence.

Can I access the personal information Rockingham Auto Group holds about me?

In line with the Privacy Act, you can request access to any of the personal information we hold about you by contacting Rockingham Auto Group. You may also request correction of any personal information we hold about you if you believe it is inaccurate, out of date, incomplete, or misleading. We will respond to such requests promptly.

If you would like to access the information we hold on you, please contact our privacy Officer on (08) 6269 3500 or admin@rockyauto.com.au or go to [this page](#).

Opting Out

Privacy Policy



We respect your choice about how we communicate with you. If you no longer wish to receive marketing messages from Rockingham Auto Group or our authorised dealers, you can opt out at any time, free of charge. You can do this by:

- Clicking “unsubscribe” in any email or SMS.
- Calling us on (08) 6269 3500.
- Updating your preferences via our website.
- Writing to us at the below address .

We will endeavour to process your request within 7 days.

Contact details

If you have questions about our approach to privacy or if you have any further questions regarding this policy please contact us using the details below.

- Email our Privacy Officer admin@rockyauto.com.au
- **Phone:** (08) 6269 3500
- **Mailing Address:** 8 Beale Way, Rockingham, WA, 6168

Complaints about privacy

If you have any complaints about how Rockingham Auto Group handles your personal information, please contact us using the details below and provide full details of your concern. We take privacy complaints seriously and will acknowledge your complaint promptly, investigate it, and respond within a reasonable timeframe (usually within 30 days).

If you are not satisfied with our response or the way we have handled your complaint, you may refer the matter to the Office of the Australian Information Commissioner (**OAIC**). The OAIC can be contacted at:

- **Website:** <https://www.oaic.gov.au>
- **Phone:** 1300 363 992
- **Mail:** GPO Box 5218, Sydney NSW 2001

Changes to our Privacy Policy

Please be aware that we may change this Privacy Policy in the future. We may modify this Policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications on our website or notice board. Please check back from time to time to review our Privacy Policy.