

Privacy Policy

Last Updated: February 2026

At **James Bradford Rural**, we are committed to protecting your privacy and ensuring the security of your personal information. This policy outlines how we collect, use, disclose, and safeguard your data when you visit our website or engage with our livestock and rural services and property sales.

1. Personal Information We Collect

We may collect personal information that is reasonably necessary for our business functions. This includes:

- **Contact Details:** Name, residential/postal address, email, and phone numbers.
- **Property & Livestock Info:** Property Identification Codes (PIC), livestock details, and transaction history.
- **Financial Information:** Payment details, ABNs, and credit information for processing sales.
- **Technical Data:** IP addresses, browser types, and website usage data collected via cookies.

2. How We Collect Your Information

We collect information through:

- **Direct Interaction:** When you fill out forms on our website or contact us regarding our services sales.
- **In-Person:** During inspections, auctions, or yard visits.
- **Third Parties:** From industry bodies (e.g., MLA), credit reporting agencies, or publicly available databases.

3. Why We Use Your Information

Your data allows us to:

- **Provide Services:** Facilitate livestock sales, transport, and rural agency advice.

- **Communicate:** Send market updates, weekly sale results (like our Tuesday Gunnedah report), and industry news.
- **Compliance:** Meet our legal and regulatory obligations under Australian law.
- **Improvement:** Optimise our website and service offerings based on user feedback.

4. Disclosure of Information

We do not sell your personal information. We only disclose data to:

- **Service Partners:** Transporters, financial institutions, and IT providers who assist in our operations.
- **Industry Regulators:** Government bodies or authorities where required by law (e.g., biosecurity or tax requirements).
- **Buyers/Sellers:** Only the necessary details required to facilitate a livestock transaction.

5. Data Security

We take all reasonable steps to protect your information from unauthorized access, loss, or misuse. This includes secure physical storage of records and encrypted digital systems. When your data is no longer required, it is securely destroyed or de-identified.

6. Cookies and Tracking

Our website uses cookies to enhance your browsing experience. You can choose to disable cookies in your browser settings, though this may limit some website features.

7. Your Rights & Access

Under the APPs, you have the right to:

- **Access** the personal information we hold about you.
- **Request a Correction** if your information is inaccurate or out of date.
- **Opt-Out** of any marketing communications at any time by clicking "Unsubscribe" or contacting us directly.

8. Contact Us & Complaints

If you have any questions about this policy or wish to make a complaint regarding your privacy, please contact:

Privacy Officer James Bradford Rural - 229 Conadilly Street, Gunnedah NSW 2380.
Phone 026742 0905