

## PRIVACY POLICY

**Tranex Power:** Level 4, 99 Queens Street, Melbourne, VIC, 3000.

Website: <https://www.tranexpower.com.au> Contact: [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au)

**Effective Date:** 2/04/2026 **Last Updated:** 2/04/2026

### 1. INTRODUCTION

Tranex Power (“we,” “us,” “our,” or “Company”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and otherwise process personal information when you visit our website at <https://www.tranexpower.com.au> (the “Website”) and when you interact with us.

This Privacy Policy applies to information collected through: - Our website contact forms - Email correspondence - Your interactions with our services

This policy is governed by the *Privacy Act 1988 (Cth)* (the “Privacy Act”) and the Australian Privacy Principles (APPs). We comply with these legal obligations in managing your personal data.

### 2. PERSONAL INFORMATION WE COLLECT

We collect only the personal information you voluntarily provide through our Website contact forms and communications. We do not collect information automatically about you through cookies or tracking mechanisms, with the exception of website analytics as described in this policy.

#### 2.1 Information You Provide Directly

When you submit an inquiry through our contact forms, we collect the following personal information: - Name - Company name - Email address

We collect this information only to respond to your inquiry, provide information about our power systems solutions, and maintain business correspondence.

#### 2.2 Technical and Website Analytics Data

##### Google Analytics

We use Google Analytics to collect information about how visitors interact with our Website. This includes: - Internet Protocol (IP) address - Device type and operating system - Browser type and version - Pages visited and duration on each page - Referral source (how you arrived at our Website) - Date and time of access - General location data (city/region level only)

##### Heatmaps

We use heatmap tracking tools to understand user interaction patterns on our Website, including: - Mouse movements and clicks - Scroll depth - Form field interactions

### Your Consent to Analytics

By accessing our Website, you consent to the collection of the analytics and heatmap data described above. These technologies are used to improve user experience and Website functionality. These tools process data automatically; no explicit opt-in form is required, as your continued use of the Website constitutes consent.

### 3. PURPOSES FOR WHICH WE USE YOUR DATA

We use your personal information only for the following lawful and legitimate purposes:

Data Type	Purpose	Legal Basis
Name, Company, Email	Respond to your inquiry and provide requested information	Contractual necessity and legitimate business interest
Name, Company, Email	Maintain business records and correspondence	Legitimate business interest and legal compliance
Name, Company, Email	Follow up on inquiries for business development	Legitimate business interest (only if you submitted an inquiry)
IP address, device type, browser data, pages visited	Improve Website functionality and user experience	Legitimate business interest
Mouse movements, clicks, scroll patterns	Optimize Website design and usability	Legitimate business interest

We do not use your information for: - Marketing or promotional communications unless you have separately opted in - Automated decision-making or profiling - Selling, licensing, or otherwise disclosing your data to third parties for their independent use - Purposes incompatible with those stated in this policy

### 4. HOW WE COLLECT YOUR DATA

#### 4.1 Direct Collection

We collect your personal information directly when: - You submit our Website contact form with your name, company, and email address - You send us an email inquiry to sales@tranexpower.com.au - You otherwise communicate with us

#### 4.2 Automated Collection

##### Google Analytics

Google Analytics automatically collects technical data each time you visit our Website. This collection occurs through cookies and similar tracking technologies placed on your device. See Section 7 (Cookies Policy) for details on how to manage these technologies.

## Heatmap Tracking

Our heatmap provider automatically collects interaction data as you use the Website to generate visual representations of user behavior.

## 5. THIRD PARTIES AND DATA SHARING

### 5.1 We Do Not Sell Your Data

Tranex Power does not sell, rent, lease, or otherwise provide your personal information to third parties for their independent marketing, advertising, or commercial purposes. Your data is not a commodity we trade.

### 5.2 Service Providers and Data Processors

We share your information with the following third-party service providers who process data on our behalf under contract:

**Google Analytics** - Provider: Google LLC (US-based) - Purpose: Website analytics and usage data - Data processed: IP address, device type, browser information, pages visited, interaction patterns - Legal basis: Our legitimate business interest in understanding Website usage

**Pipedrive** - Provider: Pipedrive (Estonia-based, subsidiary of ZeroCRM Inc.) - Purpose: Customer Relationship Management (CRM) to manage inquiry responses and business follow-up - Data processed: Name, company, email address - Legal basis: Our legitimate business interest in managing business communications

**Webflow** - Provider: Webflow Inc. (US-based) - Purpose: Website hosting and heatmap functionality - Data processed: Technical data, interaction patterns, IP address - Legal basis: Our legitimate business interest in maintaining and improving the Website

### 5.3 No Data Sharing Beyond Service Providers

We do not disclose your personal information to marketing partners, advertising networks, affiliate partners, or other third parties, except: - As required by law - To comply with court orders, government requests, or regulatory requirements - To protect our legal rights, safety, or property

### 5.4 Secondary Processing by Service Providers

Google Analytics and other service providers may process data for their own purposes (such as improving their services, analytics, and performance monitoring) in addition to the services they provide to us. This secondary processing is governed by their own privacy policies. You should review their policies: - Google Analytics Privacy Policy: <https://policies.google.com/privacy> - Pipedrive Privacy Policy: <https://www.pipedrive.com/en/privacy> - Webflow Privacy Policy: <https://webflow.com/legal/privacy>

## 6. DATA RETENTION

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required by law.

## 6.1 Inquiry and Contact Data

Personal information collected through our contact forms (name, company, email) is retained for **up to 18 months** following the end of your inquiry or business engagement. This period allows us to: - Complete your inquiry response - Maintain business records - Follow up on potential business opportunities - Comply with tax and accounting obligations

After 18 months, this data is deleted from our active systems unless: - You have become an active customer, in which case retention continues for the duration of our business relationship - You have opted in to our mailing list or communications (which we do not currently maintain) - Retention is required by law

## 6.2 Google Analytics Data

Google Analytics data is retained by Google according to their data retention settings. By default, Google retains this data for 26 months. After this period, it is automatically deleted from Google's servers.

## 6.3 Heatmap Data

Heatmap data is retained according to our heatmap provider's standard retention policies, typically 12 months.

## 6.4 Deletion Upon Request

You may request deletion of your personal data at any time by contacting us (see Section 10). We will delete your data within 30 days, unless we are required by law to retain it or have a legitimate business reason to maintain it.

# 7. COOKIES POLICY

## 7.1 What Are Cookies?

Cookies are small text files stored on your device when you visit our Website. They allow us to recognize you and store information about your preferences and interactions.

## 7.2 Types of Cookies We Use

**Essential Cookies** - These are necessary for the Website to function properly (e.g., security, basic navigation). - We use essential Webflow cookies to maintain Website functionality. - These cannot be disabled without affecting Website functionality.

**Analytics Cookies** - These are used by Google Analytics to collect information about how you use our Website. - They track pages visited, time spent, device type, and referral source. - They do not directly identify you but may be linked to other information you provide.

**Heatmap Cookies** - These are used to track your interaction patterns (mouse movements, clicks, scroll behavior). - They help us understand user engagement and optimize the Website.

We do not currently use marketing or advertising cookies for retargeting or external advertising purposes.

### 7.3 Third-Party Cookies

We allow third parties (Google, Webflow, heatmap providers) to place cookies on your device for the purposes stated above. You are not required to accept these cookies, but some Website features may not function optimally if you reject them.

### 7.4 How to Manage Cookies

**Browser Settings** You can control cookies through your browser settings. Most browsers allow you to: - Block all cookies - Block third-party cookies only - Allow specific cookies and block others - Delete cookies after each session

To manage cookies, consult your browser's help documentation or visit: - Chrome: <https://support.google.com/chrome/answer/95647> - Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> - Safari: <https://support.apple.com/en-au/guide/safari/manage-cookies-sfri11471/> - Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge>

**Opting Out of Google Analytics** You can opt out of Google Analytics tracking by: 1. Installing the Google Analytics Opt-Out Browser Add-on: <https://tools.google.com/dlpage/gaoptout> 2. Adjusting your privacy settings in your Google Account

**Disabling Heatmaps** You can disable heatmap tracking by contacting us at [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au) with your request. Alternatively, you may be able to opt out through your browser's Do Not Track (DNT) settings if your heatmap provider honors this signal.

### 7.5 Cookie Consent

Your continued use of the Website after viewing this policy constitutes your consent to the use of cookies as described. If you do not consent to cookies, you should not use the Website or should adjust your browser settings to block them.

## 8. DATA SECURITY

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. These measures include:

### 8.1 Technical Safeguards

- **Secure Web Connection:** Our Website uses SSL/TLS encryption (HTTPS) to protect data transmitted between your browser and our servers.
- **Webflow Hosting Security:** Our Website is hosted on Webflow's servers, which implement industry-standard security protocols, including firewalls, intrusion detection, and data encryption at rest.
- **Pipedrive CRM Security:** Pipedrive implements encryption for data in transit and at rest, along with role-based access controls.

### 8.2 Organizational Safeguards

- **Limited Access:** Access to personal information is limited to employees and service providers who have a legitimate business need to access it.

- **Secure Storage:** Personal information is stored securely and is not accessible to unauthorized personnel.
- **Regular Review:** We regularly review our security practices to identify and address potential vulnerabilities.

### 8.3 Limitations on Security

While we implement safeguards, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security of your data. You acknowledge that there are inherent security risks associated with online communication and storage.

## 9. YOUR PRIVACY RIGHTS

You have the following rights regarding your personal information under the Privacy Act:

### 9.1 Right of Access

You have the right to request access to the personal information we hold about you. Upon receipt of your request, we will provide you with: - A copy of your personal information - The purposes for which it is used - The entities to which it is disclosed (if applicable)

### 9.2 Right of Correction

If your personal information is inaccurate, incomplete, or outdated, you may request that we correct it. We will make the correction or, if we disagree, will note your request and reason for disagreement.

### 9.3 Right of Deletion

You may request that we delete your personal information. We will delete your data unless: - We are required by law to retain it - The information is necessary to fulfill the purpose for which it was collected - We have a legitimate business reason to retain it

We will delete your data within 30 days of your request or notify you of any reason we cannot comply.

### 9.4 Right to Data Portability

You may request a copy of your personal information in a structured, commonly used, and portable format (such as a CSV file) so that you can transmit it to another organization.

### 9.5 Right to Object

You may object to our processing of your personal information on the basis of our legitimate business interests. If you object, we will cease processing unless we have a compelling reason to continue (such as legal obligation or to establish, exercise, or defend a legal claim).

### 9.6 How to Exercise Your Rights

To exercise any of these rights, please contact us:

**Privacy Contact** Email: [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au) Postal Address: 71 Emu Bay Road, Deloraine, TAS 7304, Australia

Please include in your request: - Your full name - Details of the information or right you are requesting - Sufficient information to identify you in our records

We will respond to your request within 30 days. If we cannot comply with your request, we will explain the reason and provide information about any other options available to you.

## 9.7 Right to Complaint

If you believe we have not complied with your privacy rights or the Privacy Act, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

**Office of the Australian Information Commissioner** Phone: 1300 363 992 Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au) Website: <https://www.oaic.gov.au> Postal Address: GPO Box 5218, Sydney NSW 2001, Australia

## 10. INTERNATIONAL DATA TRANSFERS

### 10.1 Where Your Data Is Processed

Your personal information may be transferred to, stored in, or processed in countries other than Australia, including: - **United States:** Google (Google Analytics), Webflow (hosting), and potentially other service providers - **Estonia:** Pipedrive (CRM)

These countries may have different data protection laws than Australia. By using the Website and providing your information, you consent to these transfers.

### 10.2 Safeguards for International Transfers

For transfers to the United States and other jurisdictions, we: - Use service providers who are signatories to the standard contractual clauses or equivalent contractual safeguards (where applicable) - Include contractual data protection clauses in our agreements with service providers - Ensure service providers implement security measures comparable to those required under Australian privacy law

### 10.3 Your Right to Know About Transfers

You have the right to know if your information is transferred overseas. For details about specific transfers related to your data, please contact us at [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au).

## 11. RETENTION OF INQUIRY DATA

As stated in Section 6, personal information from contact form inquiries is retained for up to 18 months. This applies to all users, regardless of jurisdiction.

For EU and UK residents: While we are not subject to GDPR or UK GDPR (as we do not intentionally target these jurisdictions), we treat international users fairly and retain data according to this policy.

## 12. THIRD-PARTY LINKS

Our Website may contain links to third-party websites (e.g., LinkedIn for company news, external resources). We are not responsible for the privacy practices of these external sites. We encourage you to review the privacy policies of any third-party website before providing your information.

## 13. MARKETING COMMUNICATIONS

We do not currently send unsolicited marketing emails or promotional communications based on inquiry form submissions. If you receive marketing communication from us, it is because: - You explicitly opted in to receive communications, or - You are an existing customer or contact with whom we maintain an ongoing business relationship

To unsubscribe from marketing communications, reply to any email with “UNSUBSCRIBE” or contact us at [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au).

## 14. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of material changes by: - Posting the updated policy on this Website with a new “Last Updated” date - Sending an email notification if you are an active customer or have opted in to communications

Your continued use of the Website following the posting of changes constitutes your acceptance of the revised Privacy Policy.

## 15. CONTACT US

For questions, concerns, or requests related to this Privacy Policy or our privacy practices, please contact us:

**Tranex Power** Email: [sales@tranexpower.com.au](mailto:sales@tranexpower.com.au) Postal Address: 71 Emu Bay Road, Deloraine, TAS 7304, Australia

We will respond to your inquiry within 30 days.

## 16. APPENDIX: COOKIES AND TRACKING TECHNOLOGIES REFERENCE TABLE

Technology	Provider	Purpose	Retention	Opt-Out
Google Analytics	Google LLC	Website analytics, user behavior	26 months	GA Opt-Out Browser Add-out or browser settings
Webflow Essential Cookies	Webflow Inc.	Website functionality, security	Session or as per Webflow policy	Browser cookie settings (may affect functionality)
Heatmap Tracking	Webflow Inc.	User interaction analysis	12 months	Contact us or browser DNT settings

## END OF PRIVACY POLICY