

Privacy Policy

West Coast Components Pty Ltd

Last updated: 15 January 2026

1. Introduction

West Coast Components Pty Ltd (“West Coast Components”, “we”, “us”, or “our”) values and respects the privacy of individuals and organizations we deal with. We are committed to protecting your personal information and complying with the **Privacy Act 1988 (Cth)**, the **Australian Privacy Principles (APPs)**, and any other applicable privacy laws.

This Privacy Policy explains how we collect, hold, use, disclose, and protect your personal information, and how you may access or correct that information.

2. What is Personal Information?

“Personal information” has the meaning given in the Privacy Act 1988 (Cth). It means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether true or not and whether recorded in a material form or not.

This may include information that identifies you directly (such as your name) or indirectly.

3. What Personal Information Do We Collect?

The type of personal information we collect depends on how you interact with us.

This may include, but is not limited to:

- Full name
- Mailing or street address
- Email address
- Telephone number
- Date of birth (where legally required)
- Firearms licence details and licence numbers (where required by law)
- Firearms, firearm parts, or controlled items (where required by law)
- Signatures

- Transaction and purchase records

Sensitive Information

In limited circumstances, we may be required to collect **sensitive information** as defined under the Privacy Act, such as criminal history or licensing information.

We will only collect sensitive information where:

- it is required or authorised by law;
- you have given your consent; or
- it is necessary to prevent a serious and imminent threat to life, health, or safety.

Sensitive information is handled with heightened security and restricted access.

4. Providing Personal Information

You are not required to provide personal information to us. Where lawful and practical, you may interact with us anonymously or using a pseudonym.

However, if you choose not to provide certain information, we may be unable to supply products, services, or comply with legal and regulatory obligations.

5. How We Collect Personal Information

We may collect personal information directly from you when you:

- contact us by phone, email, or in person;
- interact with us online or through our website;
- create an account with us;
- complete forms, applications, or declarations;
- place an order or request a service;
- subscribe to communications or marketing;
- apply for employment, contracting, or engagement with us;
- attend events or participate in surveys.

Personal information collected in relation to employment or engagement is handled in accordance with applicable workplace and privacy laws and may be subject to separate internal policies.

6. Collecting Information from Third Parties

We may collect personal information from third parties where lawful and reasonable to do so, including:

- regulatory or licensing authorities;
- payment processors;
- publicly available sources;
- service providers assisting us in delivering products or services.

7. How We Use Personal Information

We use personal information to:

- provide products or services you request;
- verify identity and licensing where required by law;
- comply with Australian state and federal laws;
- process transactions and manage accounts;
- communicate with you;
- improve our products, services, and website;
- conduct internal administration and record-keeping;
- conduct marketing, research, and business development (where permitted).

8. Disclosure of Personal Information

We may disclose your personal information where reasonably necessary, including to:

- third-party service providers (e.g. IT, hosting, payment processors);
- professional advisers (legal, accounting, compliance);
- marketing and analytics providers;

- government agencies, regulators, or law enforcement bodies where required or authorised by law.

We do not sell personal information.

9. Overseas Disclosure

Some of our service providers may be located outside Australia, including in **Canada** or the **United States**.

Where personal information is disclosed overseas, we take reasonable steps to ensure that:

- the recipient complies with privacy obligations substantially similar to the APPs; or
- appropriate contractual safeguards are in place; or
- the disclosure is required or authorised by law; or
- you have provided informed consent.

10. Security of Personal Information

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification, or disclosure.

Security measures include:

- physical security of premises and records;
- restricted access to personal information;
- secure digital systems and technical safeguards;
- staff training and confidentiality obligations.

In the event of a data breach that is likely to result in serious harm, we will comply with our obligations under the Notifiable Data Breaches scheme, including notifying affected individuals and the Office of the Australian Information Commissioner where required.

11. Online Activity

Cookies

Our website may use cookies to enhance functionality and user experience. Cookies do not personally identify you.

You may disable cookies via your browser settings, though this may affect website functionality.

Analytics

We may use tools such as Google Analytics to understand website usage and improve services. Data collected is generally aggregated and anonymized, though it may be capable of identification in limited circumstances.

When you visit our website, we may automatically collect certain information such as your IP address, browser type, device information, pages visited, and interaction data, for security, analytics, and operational purposes.

12. Direct Marketing

We may send you marketing communications where permitted by law, including under the **Spam Act 2003 (Cth)**.

You may opt out of marketing communications at any time by:

- using the unsubscribe link provided; or
- contacting us using the details below.

13. Retention of Personal Information

We retain personal information only for as long as necessary to:

- fulfil the purpose for which it was collected; or
- comply with legal, regulatory, or record-keeping obligations.

When information is no longer required, it is securely destroyed or de-identified.

14. Access and Correction

You may request access to, or correction of, personal information we hold about you by contacting us.

Access may be refused in limited circumstances permitted by law, including where providing access would unreasonably impact the privacy of others or compromise legal or security obligations.

We will generally respond within **2–5 business days**, subject to verification of identity and any legal limitations.

15. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites and encourage you to review their privacy policies.

16. Complaints

If you have a complaint about how we handle personal information, please contact us using the details below.

We may require proof of identity and relevant details to process your complaint. We aim to respond within **2–5 business days**.

If you are not satisfied with our response, you may lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)** at: <https://www.oaic.gov.au>

17. Contact Us

If you have any questions, requests, or complaints regarding this Privacy Policy or our handling of personal information, please contact us:

West Coast Components Pty Ltd

Email: sales@westcoastcomponents.com.au