

# Collecting and Storing Customer Personal Data - Inline with Suttons Privacy Policy



# Customer Data: Get it Right, Every Time.

Your guide to collecting, storing and sharing customer personal information. At Suttons, protecting customer information is part of our job. This training explains what you must do – and why it matters.

All staff must:

- Use authorised Suttons systems only.
- Always collect and handle customer data in line with the Suttons' Privacy Policy.

# Why This Matters

It's more than just customer data; it's trust. When customers give us their details, they trust us to protect it.

Getting this right:

- Protects our customers
- Protects Suttons
- Protects you personally

Getting it wrong can lead to:

- Loss of customer trust
- Fines and legal action
- Damage to Suttons' reputation





# Privacy is the Law

The Rules Have Changed- Privacy is *not* optional.

Australia has strong privacy laws, and customers can now take legal action for serious privacy breaches.

What this means:

- Suttons can be held legally responsible
- Employees can also be held personally responsible
- Your actions matter every day

Under the new Statutory Tort for Serious Invasion of Privacy, legal action is no longer limited to the business.

If a serious breach occurs:

- Suttons can be sued
- The individual employee involved can also be sued

## Your Protection

Following Suttons' Privacy Policy is critical. Using authorised systems and following the correct process shows you acted carefully and responsibly, not recklessly.

View the Full Privacy Policy <https://www.suttons.com.au/privacypolicy>



# Authorised Company Platforms

Customer data **must not** be stored on personal devices.

All Company data must be accessed and saved exclusively through **Suttons-  
authorised** platforms using company-issued login credentials. Approved platforms include (but are not limited to):

- Microsoft Outlook
- Business CRM applications (e.g. DealerSocket, Drive Expert)

# Suttons Privacy Policy: The Basics

The Suttons privacy policy is our customers' assurance that Suttons respects their privacy and strictly adheres to Australian law to protect their personal information with transparency and security.

Do's	Don'ts
Collect only what is needed	Take shortcuts
Use Suttons authorised systems	Store information outside Suttons authorised systems

**Bottom line: If it's not approved by Suttons, don't use it.**

# Collecting Customer Information

Do's	Don'ts
Use Suttons CRM or dealership systems only	Collect or save details on your personal phone
Tell the customer why you need their information	Email customer information to yourself
Collect only what is necessary for the job	Write customer details on loose paper or notes

# Storing Customer Information

When storing customer information, it is important to **keep it secure**.

Digital Information	Paper Information
Must stay in Suttons authorised systems	Lock it away when not in use
Must be password-protected/ use Multi-Factor Authentication	Do not leave documents on desks or counters
Never stored on personal devices	Dispose of documents securely when they are no longer needed

# Sharing Customer Information

Customer information should only be shared when needed and on a strictly need-to-know basis.

We only share information:

- With Suttons staff who require it to perform their specific job duties.
- For a valid business purpose directly related to why the information was collected.

**When sharing larger files containing customer data, staff must use only Suttons' authorised systems and apply password protection where applicable.**

**If in doubt – don't share.**

# What if Something Goes Wrong?

Always report it immediately.

If you think there is a privacy risk or breach, including but not limited to:

- Wrong email sent
- Information accessed incorrectly
- Documents left unsecured

Do not try to fix it yourself – follow this process:

- Notify your Manager
- Manager notifies Financial Controller
- If required Privacy Officer is engaged



*Reporting early protects everyone.*

# Your Responsibilities

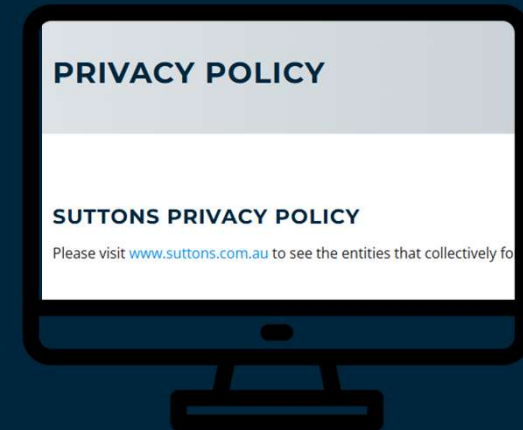
It is your responsibility to:

- Complete privacy training
- Use Suttons systems every time
- Follow Suttons Privacy Policy
- Report anything suspicious immediately



Ignoring these rules can result in:

- Disciplinary action
- Termination of employment
- Personal legal consequences in serious cases



# Key Takeaways

Remember, privacy is everyone's responsibility. Customers trust and depend on how we handle their personal information. Ensure to:

- Use authorised Suttons systems only
- Never take shortcuts with customer data
- Report any issues immediately



**Privacy is no longer just a company risk, it can be a personal risk if the rules are ignored.**

Ensuring you are following Suttons' Privacy Policy protects:

- Our customers
  - Yourself
  - Suttons

