



Victory Motorcycles Privacy Policy

Introduction

The objective of this Privacy Policy (this Policy) is to provide a code of conduct in relation to the use of information on individuals, which may be collected, stored, and used by Polaris Industries Australia & New Zealand and Victory Motorcycles. (VICTORY).

Personal information shall be protected.

This Policy aligns with the thirteen Australian Privacy Principles (APP) as scheduled in the Australian Privacy Act 1988 (Privacy Act). Please visit www.privacy.gov.au for further information about this legislation.

1. How does VICTORY collect personal information?

VICTORY collects personal information in a number of different ways. VICTORY collects most information directly from customers where possible. VICTORY also collects personal information from its new and existing customers through warranty registration forms received directly or through one of its registered Dealers. VICTORY collects personal and business information about its Dealers. VICTORY also collects personal information from online forms on our website at www.victorymotorcycles.com.au

The services of VICTORY include:

- Import of VICTORY products and parts from Polaris;
- Sale of these products and parts to a dealer network throughout Australia & New Zealand;
- Provision of warranty for goods purchased from VICTORY;
- Technical Training to ensure maintenance and repair of goods purchased;
- Marketing of the VICTORY product and brand throughout Australia & New Zealand.

For the purposes of the VICTORY Policy, these are referred to as “our services”.

This Policy focuses on how VICTORY handles the personal information about its dealers and customers. VICTORY may also handle information about people who do not fall within these categories – these people are VICTORY’s “business contacts” (eg. our suppliers). How VICTORY handles the personal information of its business contacts is discussed at section 7 below.

2. What personal information does VICTORY collect?

When you sign up as a Dealer with VICTORY, you will be asked to provide your name, address, ACN and ABN, all contact telephone numbers, your occupation, your email address and credit reference details.

As a purchaser of a VICTORY product, you will be asked to provide your name, telephone number,



address, email address and signature.

As explained at section 3 below, the reason VICTORY collects this information is so that VICTORY can provide you with its services, manage its relationship with you, communicate with you effectively and identify which of its services will best meet your requirements.

However, VICTORY doesn't collect information it doesn't need. For example, VICTORY doesn't collect sensitive information because VICTORY doesn't need it in order to provide you with its services.

VICTORY may provide you with promotional material from time to time. When VICTORY uses that personal information, VICTORY will offer people on the list an opportunity to be removed from its mailing list, or to "opt out" from receiving further promotional material. VICTORY's use of personal information collected in the other ways outlined above is discussed at section 3 below.

3. How is personal information used?

The personal information collected from you by VICTORY is used:

- to provide you with its services: this includes the use of personal information for establishing and maintaining your warranty registration, to inform you of product recalls (if any), or to provide you with marketing information about its product;
- to notify you about services and promotions offered by VICTORY and its sponsors (whether you are a VICTORY Dealer or Customer);
- in accordance with this Policy;
- for any other purpose communicated to you at or near the time your personal information is collected;
- as permitted or required by law;
- if we believe it necessary to provide you with a service you have requested;
- to implement our terms of service;
- to protect the rights, property or personal safety of another VICTORY customer, any member of the public or VICTORY;
- if some or all of the assets and operations of the business are or may be transferred to another party by way of sale of some or all of the business; or
- if you have provided your consent.

If you do not provide VICTORY with personal information as we request from you, VICTORY may be unable to provide you with the our full range of products and our services.

VICTORY may also enter into sponsorship or promotional arrangements with third parties from time to time. In doing so, VICTORY will not provide personal information about you to its sponsors or partners; however VICTORY may forward information about the products, services or promotions



offered by its sponsors or partners to you.

If at any time you do not wish to be notified about the products, services or promotions offered by VICTORY sponsors please let VICTORY know. VICTORY 's contact details are listed under section 9 below.

4. Will personal information be given to anyone else?

Your personal information is accessible by employees or contractors of VICTORY for the purposes of providing you with VICTORY services.

In the circumstances described below, personal information may be disclosed outside VICTORY and outside Australia, including to group companies and/or one or more third parties with whom it has a business relationship . As at the date of this Policy, the countries to which VICTORY transfer information include the USA.

(a) Parent Company

Polaris Industries Australia and New Zealand is a wholly owned subsidiary of Polaris Industries Inc. Your personal information will be provided to the Parent Company in order to assist them in providing you with their services. This Privacy Policy does not apply to the collection, use and disclosure of information by Polaris Industries Inc. If you wish to view their privacy policy, you may do so by contacting them at consumer.service@polarisind.com

(b) Outsourcing

Personal information collected by VICTORY may be disclosed to third parties to whom VICTORY contracts out specialised functions (including mailing houses and printing companies).

For example, VICTORY may enter into a contractual arrangement with a secure mailing house, and it will be that third party's contractual obligation to mail out information about the relevant products, services or promotions offered by that partner.

If VICTORY does disclose personal information to third party contractors under outsourcing or contracting arrangements, VICTORY takes steps to ensure those contractors:

- Comply with the APP when they handle your personal information (regardless of whether they are a small business, and would otherwise be exempt from the Privacy Act); and
- Are authorised only to use personal information in order to provide the services or to perform the functions required by VICTORY.

(c) Disclosures required by law

The only other time VICTORY would make disclosures of personal information is if VICTORY is required to do so by law, or if the disclosure is permitted under the Privacy Act.

VICTORY does not sell, rent or trade personal information to or with third parties.

5. Access and Correction

Under the Privacy Act, you have a right to seek access to information which VICTORY holds about



you (although there are some exceptions to this). You also have the right to ask VICTORY to correct information about you which is inaccurate, incomplete or out of date.

If you wish to exercise your right under the Privacy Act, to seek access to the personal information that VICTORY holds about you, VICTORY asks that you contact VICTORY's Privacy Officer (details at section 9 below), who will explain how VICTORY will handle your access request.

If you are of the view that personal information about you is not accurate, complete or up to date, please provide VICTORY's Privacy Officer with your request for correction (contact details are set out at section 9 below). VICTORY's policy is to consider any requests for correction within a reasonable period.

6. Is personal information stored safely?

VICTORY takes steps to ensure the security of personal information held by it from such risks as loss or unauthorised access, destruction, use, modification or disclosure. VICTORY only permits your details to be accessed by authorised personnel, and it is a condition of employment that VICTORY's employees maintain the confidentiality of personal information.

7. Non-customer information

Sometimes, VICTORY needs to collect personal information about individuals who are not customers, or who are not people to whom VICTORY would generally offer its services. This will usually arise where VICTORY collects the name and business contact details of a person who is the contact in one of its suppliers or clients. VICTORY's policy is to only use personal information collected from non-customers for the business purpose for which it was collected.

8. On-line Privacy Issues

VICTORY will apply this policy to all personal information it handles, whether collected on-line or otherwise. To the extent that this Policy applies to online privacy issues, it is to be read as forming part of the terms of use for the VICTORY website. This section 8 is intended to provide more information about privacy for the users of the VICTORY website.

(a) Online collection of personal and non-personal information

As outlined in section 1 of this Policy, VICTORY collects personal information through its website.

The website also collects other information that may or may not be personal information. For each visitor to the VICTORY website, the VICTORY website server automatically recognises and stores your "address" (eg. your domain name or Internet protocol address), your type of Internet browser, the address of the site which "referred" you to the website and clickstream data.

In addition, the VICTORY website uses cookies to track usage of the web site. Most web browsers are set by default to accept cookies. However, if you do not wish to receive any cookies you may set your browser to either prompt or refuse cookies. Please note that rejecting cookies may mean that not all the functions on the website are available to you. VICTORY uses cookies for tracking the statistics of its website. This allows VICTORY to better understand its website users and improve the layout and functionality of the website. This tracking is conducted in such a way to ensure the anonymity of visitors – in this context the cookie may identify your computer – but it should not



identify you.

(b) Links to other websites

Sometimes the VICTORY website contains links to third party websites, for your convenience and information. When you access a non-VICTORY website, please understand that VICTORY is not responsible for the privacy practices of that site. VICTORY suggests that you review the privacy policies of each site you visit.

9. Contacting VICTORY

If you have any questions or comments about this Privacy Policy, or if you wish to complain about how VICTORY has handled personal information about you, please contact VICTORY's Privacy Officer at psa.sales@polarisind.com

10. Changes to this Privacy Policy

This Privacy Policy may change from time to time. This Policy was last updated in January 2013.