Privacy Policy

ERE Realty Pty Ltd trading as Elders Real Estate – Emerald

ABN: 77 138 922 844

Prepared for review: 11 November 2026

1. About this policy

ERE Realty Pty Ltd trading as Elders Real Estate – Emerald ("we", "us" and "our") operates a residential sales and property management business. This policy explains how we manage personal information in connection with those services and our website, emerald.eldersrealestate.com.au.

Our office is independently operated. This policy applies to our business, rather than Elders corporate or other franchise offices. We do not share our client database with Elders corporate or other franchise offices for their independent use. Elders corporate arranges our email and website services. Information communicated through these systems is handled by the relevant technology providers in delivering those services.

We are committed to handling personal information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles and other applicable laws.

2. Information we collect

Personal information means information or an opinion about an identified person, or a person who is reasonably identifiable, whether or not it is true or recorded.

Depending on your dealings with us, we may collect information reasonably necessary for our services, including:

- names, contact details, addresses and communication preferences;
- property ownership, listing, enquiry, inspection, purchase and sale information;
- tenancy application information, rental history, employment and income information, nominated referees and references, where permitted by law;
- lease, rent payment, maintenance, inspection and tenancy correspondence records;
- payment and bank account details where needed to administer transactions or property management;
- identity and verification information, including information about beneficial owners and authorised representatives, where necessary for legal compliance or a transaction; and
- communications, enquiries and complaints.

Where AML/CTF obligations apply, we may also collect information needed to verify identity, understand ownership and control, assess money laundering and terrorism financing risks, and perform required customer due diligence. Depending on the circumstances, this may include date of birth, identity document details, source of funds or wealth and screening results.

We only collect sensitive information where reasonably necessary and with consent, unless collection is otherwise required or permitted by law. We do not request more information than is reasonably necessary and permitted for the relevant purpose. Government-related identifiers are handled only as permitted by law.

3. How we collect information

We generally collect information directly from you through enquiries, conversations, email, forms, inspections, applications, agreements and online platforms.

Where lawful and appropriate, we may also collect information from property owners, nominated referees, employers, previous agents, solicitors, conveyancers, public registers, property portals, verification providers and other parties involved in your transaction or tenancy.

Our business uses Reapit, including Agentbox, SearchX, realestate.com.au, Ignite and AMLHUB. Information may be provided to us or processed for us through these systems.

You may deal with us anonymously or using a pseudonym where lawful and practical, such as when making a general enquiry. We may need to identify you to process an application, enter an agreement, complete a transaction or meet legal obligations. If required information is not provided, we may be unable to provide the relevant service.

If we receive unsolicited personal information, we assess whether we could lawfully have collected it. Where we could not, we take reasonable steps to destroy or de-identify it where lawful and reasonable.

4. Why we use information

We collect, hold, use and disclose information to:

- respond to enquiries and arrange appraisals and inspections;
- market properties and administer residential sales;
- assess tenancy applications where permitted, establish tenancies and manage properties;
- administer payments, repairs, maintenance, inspections and communications;
- undertake identity verification, fraud prevention and applicable AML/CTF compliance;
- maintain business records, resolve complaints and manage disputes;
- comply with legal, regulatory, accounting and reporting obligations; and
- provide relevant marketing where permitted by law.

We use or disclose information for the purpose for which it was collected, or another purpose where you consent or the law permits or requires it.

5. Who may receive information

Where reasonably necessary and lawful, we may disclose relevant information to:

- vendors, purchasers, landlords and tenants involved in the relevant service;
- referees and other parties involved in permitted application checks;
- solicitors, conveyancers and other professional advisers;
- tradespeople and contractors arranging property services, limited to information needed for their work;
- technology and service providers, including Reapit/Agentbox, SearchX, realestate.com.au/Ignite, AMLHUB, Google email services and our website hosting and analytics providers;
- banks, payment providers, insurers and advisers where relevant; and
- courts, tribunals, AUSTRAC, law enforcement and other authorities where required or permitted by law.

Public property advertisements are accessible to the public, including people overseas. We take care to limit personal information included in advertisements to what is appropriate and authorised.

6. Storage, security and retention

We hold information electronically in cloud-based business systems, including Reapit, and in our internal database on a server physically located at our office at Shop 2, 97 Egerton Street, Emerald QLD 4720.

We take reasonable technical, organisational and physical steps to protect information against misuse, interference, loss and unauthorised access, modification or disclosure. Access is limited to people who need it for their duties. No storage or transmission method is completely secure.

We retain information for as long as necessary for the purposes described in this policy and to meet applicable legal and record-keeping obligations. This includes relevant property, accounting and AML/CTF requirements. We take reasonable steps to securely destroy or de-identify information that is no longer needed, unless retention is required by law. We do not retain copies of identity documents merely because they were used for verification where the copies are no longer necessary and retention is not legally required.

Our email service is hosted by Google. Our website is hosted by Iugo, an Australian-based company. Website enquiries are retained within the website for 12 months before deletion and are also sent to our customer relationship management systems. Deletion from the website does not delete copies held in our email or CRM systems; those copies are subject to our other retention and legal requirements.

Where an eligible data breach occurs, we will meet applicable notification obligations to affected individuals and the Office of the Australian Information Commissioner (OAIC).

7. Overseas processing and disclosure

Although our internal server is in Emerald, some technology providers may use overseas personnel, contractors or systems to deliver their services. Australian hosting does not necessarily mean all access or processing occurs in Australia.

Based on providers' published information:

- Reapit states that its cloud servers are in Australia, but relevant third-party processing providers may be in New Zealand, the United Kingdom, European Union, Philippines, Indonesia, United States, Singapore and South Africa.
- realestate.com.au describes storage in Australia, the United States, Europe and Asia, including the Philippines and India.
- AMLHUB states that primary production data for Australian customers is hosted in Australia and that transfers may occur to support and software systems in the United States, European Union and New Zealand. The handling of agency client records is also governed by its customer contracts.
- SearchX allows for international transfers but does not specify destination countries in its published privacy policy.
- Google email services operate internationally. Depending on the applicable service terms and settings, information may be processed in countries where Google and its service providers operate. A current list of Google Workspace processing providers and locations is available at https://workspace.google.com/terms/subprocessors/. The precise locations relevant to our email configuration may vary.

Our website host being Australian-based does not, by itself, establish that all website analytics or support processing occurs in Australia. Analytics service providers may be located overseas.

Whether particular information is processed overseas depends on the service and arrangements involved. We take reasonable steps required by applicable law to protect personal information when engaging overseas recipients. Contact us if you would like more information about the providers relevant to your dealings with us.

8. Marketing and website technologies

Where permitted by law, we may send property updates or information about our services. You can opt out by using the unsubscribe facility in a message or contacting our office. Service, transaction and legally required communications may continue.

Our website uses cookies to analyse traffic and improve visitors' experience. Cookies are small files placed on your device. Information collected may include your IP address, browser information, pages visited and the timing of your visits. Website usage information may be processed by analytics service providers, including providers overseas. You can reject or manage cookies through your browser settings, although this may affect website functionality.

Our website may link to third-party sites and platforms. Their own privacy policies explain how they handle information collected through their services. Please review those policies before providing information.

9. Access and correction

You may contact the Principal using the details below to request access to personal information we hold about you or ask us to correct it. Please describe the information or correction requested. We may need to verify your identity.

We will respond within a reasonable period, generally aiming for 30 days. We do not charge for making a request or for correcting information. If a reasonable access charge is proposed, we will tell you in advance. Where the law allows us to refuse access or correction, we will explain our decision and available complaint options in writing, subject to lawful exceptions. If a correction is disputed, you may ask us to associate a statement of your position with the record.

10. Privacy complaints

If you believe we have mishandled your information or breached applicable privacy obligations, please contact the Principal. Include what happened, when it happened and the outcome you seek. We can assist if you need help making a complaint.

We will acknowledge your complaint, investigate the circumstances and respond within a reasonable period, aiming for 30 days. If additional time is needed, we will explain the reason and expected timeframe.

If you are dissatisfied with our response, or we have not responded within 30 days, you may contact the OAIC at www.oaic.gov.au or 1300 363 992.

11. Contact us

Privacy contact: The Principal

Business: ERE Realty Pty Ltd trading as Elders Real Estate – Emerald

ABN: 77 138 922 844

Address: Shop 2, 97 Egerton Street, Emerald QLD 4720

Telephone: 07 4987 7779

Email: contactemerald@eldersrealestate.com.au

Website: https://emerald.eldersrealestate.com.au

This policy is available free of charge. Contact us if you need a copy in another format. We may update it to reflect changes in our practices, services or legal obligations. The current version will be published on our website.