

The Wholesale Console

Privacy Policy

Effective Date: 1 June 2026

The Wholesale Console | ABN: 71 143 899 743

1. Our Commitment to Privacy

The Wholesale Console (ABN: 71 143 899 743) ("we", "us", "our") is committed to protecting the privacy of individuals who use The Wholesale Console (the "Platform"). This Privacy Policy explains how we collect, use, hold, and disclose your personal information in accordance with the Privacy Act 1988 (Cth) ("Privacy Act") and the Australian Privacy Principles ("APPs") contained therein.

By accessing or using the Platform, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with this policy, please do not use the Platform.

We will keep user data that is outside the metrics needed for financial calculations private. Your specific data will not be released without your consent, except where we are required to do so by law, court order, or government authority, or as otherwise described in this Privacy Policy.

You can always get in touch to find out how each piece of data we collect from you is used.

The third-party service providers with access to personal information are described in clause 6.1 of this Privacy Policy. Payment information is handled by Stripe, our current payment processor. Other personal data is stored in our database, which is hosted on a cloud server. Access to that infrastructure is technically available to the cloud hosting provider, but is not routine or direct and is governed by our agreement with the provider. Any access by the provider that comes to our attention will be disclosed to affected users where required by law.

We will do our best to keep your information as private as possible.

2. What Personal Information We Collect

2.1 General User Information

When you register as a general User, we collect:

- Your email address (used for account creation and OTP verification);
- One-time password (OTP) authentication data;
- Login history and session data; and
- Any preferences or settings you configure on the Platform.

2.2 Consoler Business Information

If you register as a Consoler (our elevated business-tier account), we additionally collect:

- Business name and trading name;
- Australian Business Number (ABN);
- Business location and address;
- Business telephone number; and
- Any other information required for Consoler verification.

2.3 Usage and Activity Data

We automatically collect certain technical and usage information when you access the Platform, including:

- IP address and device information;
- Browser type and version;
- Pages visited, features used, and time spent on the Platform;

- Shortlisted vehicles and Auction Calendar interactions;
- Condition Report submissions and access records; and
- Log data and error reports; and
- Temporarily cached usage activity, such as recently viewed listings or search results, to improve Platform performance. Cached data is stored for a short period and is used only to improve your experience on the Platform.

2.4 Payment Information

Where you purchase access to a paid Condition Report, we collect payment transaction data. We use third-party payment processors and do not store full payment card details on our systems. Payment processors are required to handle your payment data in accordance with applicable security standards.

2.5 User-Submitted Content

If you submit a Condition Report or other content to the Platform, we collect the content of that submission and associated metadata (such as the vehicle it relates to and the date of submission).

3. How We Collect Personal Information

We collect personal information:

- Directly from you when you register, complete your profile, submit content, or communicate with us;
- Automatically through your use of the Platform, via cookies, log files, and similar tracking technologies; and
- From third parties, where permitted by law (for example, verification of your ABN through the Australian Business Register).

4. Why We Collect and Use Personal Information

4.1 Primary Purpose

We operate as a research agent assisting our clients in researching the Australian auto auction market, helping to save their time and improve the quality of their research. To deliver this service, we collect and use personal information to:

- Create and manage your account and verify your identity;
- Provide you with access to Platform features, including Auction Data, Shortlisting, the Auction Calendar, Estimated Retail Price tools, and Condition Reports;
- Send you deadline reminders and notifications related to your Shortlist;
- Process and facilitate Condition Report transactions;
- Communicate with you about your account, the Platform, and our services;
- Improve, develop, and maintain the Platform; and
- Comply with our legal obligations.

4.2 Secondary Purposes

We may also use your personal information for related secondary purposes that you would reasonably expect, including:

- Analysing usage patterns to improve the Platform;
- Providing customer support; and

- Sending you relevant updates about the Platform with your consent.

5. Vehicle and Market Data We Research and Display

5.1 Auction Data

As part of our core service, we research publicly available auction signals. When displaying this data:

- We provide full attribution and credit to the original source of the data;
- We include a direct link to the original source listing; and
- We do not claim ownership of any third-party vehicle listing or image.

This data is displayed for research purposes only. We encourage Users to visit the original source listing for the most current and complete information.

We do not break or bypass any login barriers when collecting signals.

5.2 Estimated Retail Price Data

We collect and maintain aggregated pricing data for vehicles by make and model from market sources. This data is used to power the Estimated Retail Price tool. As this constitutes aggregated, non-attributable market data, we do not attribute individual sources for this data set. We do not collect or display personal information in connection with retail pricing data.

6. Disclosure of Personal Information

6.1 Service Providers

We may share your personal information with trusted third-party service providers who assist us in operating the Platform, including:

- Cloud hosting and infrastructure providers (who provide the servers on which Platform data is stored — they have incidental technical access to the infrastructure but are not routine users of personal data);
- Payment processing providers (currently Stripe, which collects and stores payment card information directly and is subject to its own privacy policy and PCI-DSS security standards — we do not store full card details on our systems);
- Email and communication platforms; and
- Analytics providers.

All service providers are required to handle your personal information in accordance with applicable privacy laws and our instructions.

6.2 Consoler Transactions

Where you access a paid Condition Report, we collect the payment and process it to the seller (not directly), so your information remains with us.

Where you submit a Condition Report or publish a Condition Report request on the Platform, your name or business name, phone number, and website (as provided in your profile) may be visible to other users as part of the community marketplace. The same applies when you submit reviews to auction houses through the Platform. We collect payment on your behalf and pass it on without exposing your payment details to the buyer.

6.3 Legal Requirements

We may disclose your personal information if required to do so by law, court order, or government authority, or where we believe disclosure is necessary to protect the safety of any person, to prevent fraud, or to enforce our Terms and Conditions.

6.4 Business Transfers

In the event of a merger, acquisition, or sale of all or substantially all of our assets, your personal information may be transferred to the acquiring entity, provided that the acquiring entity agrees to treat your personal information in accordance with this Privacy Policy.

6.5 No Sale of Personal Information

We do not sell, rent, or trade your personal information to third parties for their own marketing or commercial purposes.

7. Overseas Disclosure

Some of our service providers may be located outside Australia. All personnel and service providers with access to personal data — whether located in Australia or overseas — are required by contract or other binding arrangement to handle personal information in a manner consistent with the Australian Privacy Principles. We take reasonable steps to verify this before granting access. By using the Platform, you consent to such overseas disclosure where necessary for the provision of our services.

8. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to:

- Maintain your login session and preferences;
- Understand how Users interact with the Platform; and
- Improve Platform performance and user experience.

You may configure your browser to refuse or delete cookies; however, doing so may affect your ability to use certain features of the Platform. We do not use cookies to track your activity across unrelated third-party websites.

9. Data Security

We take reasonable technical and organisational measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. These measures include secure data storage, access controls, and encrypted communications.

While we take every reasonable precaution, no method of data transmission or storage is completely secure. If you believe your account has been compromised, please contact us immediately at <https://www.wholesaleconsole.com/media/page/contact-us>.

10. Data Retention

We retain your personal information for as long as your account is active, or as long as is necessary to provide our services and comply with our legal obligations. If you close your account, we will take reasonable steps to delete or de-identify your personal information after the period for which we are required to retain it by law.

11. Your Rights Under the Australian Privacy Principles

In accordance with the Privacy Act 1988 (Cth), you have the right to:

- Access the personal information we hold about you;
- Request correction of personal information that is inaccurate, out of date, incomplete, irrelevant, or misleading;
- Make a complaint about our handling of your personal information; and
- Opt out of receiving direct marketing communications from us at any time.

To exercise any of these rights, please contact our Privacy Officer at <https://www.wholesaleconsole.com/media/page/contact-us>. We will respond to access and correction requests within a reasonable timeframe, generally within 30 days.

12. Complaints

If you believe we have breached the Australian Privacy Principles or our obligations under the Privacy Act 1988 (Cth), you may lodge a complaint with us at <https://www.wholesaleconsole.com/media/page/contact-us>. We will acknowledge your complaint within 5 business days and endeavour to resolve it within 30 days.

If you are not satisfied with our response, you may escalate your complaint to the Office of the Australian Information Commissioner (OAIC) at www.oaic.gov.au.

13. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. We will notify you of material changes by email or by prominently displaying a notice on the Platform. Your continued use of the Platform after the effective date of any update constitutes your acceptance of the revised policy.

14. Contact Us

For any privacy-related queries, access requests, corrections, or complaints, please contact:

Privacy Officer

The Wholesale Console

ABN: 71 143 899 743

Contact us: <https://www.wholesaleconsole.com/media/page/contact-us>

You can access it via our platform - [this policy](#)