

Pet Alliance Pty Ltd

ABN: 83 629 060 724

Online Privacy Policy

Pet Alliance Pty Ltd can mean: "Pet Alliance", "us", "our", "we".

Pet Alliance is committed to protecting your privacy. We respect and adhere to Australian privacy laws that have been put in place to protect personal information supplied to us.

The Pet Alliance online Privacy Policy applies to all personal information collected by Pet Alliance. In this policy we explain how and why we collect your personal information, how we use it, and what controls you have over our use of it.

Personal information is defined as information which identifies you as an individual or which renders you reasonably identifiable. Your first and last name, date of birth, gender, home address, contact telephone number, mobile telephone number, email address and employment details are examples of information which may constitute personal information. Personal information may also include information we may collect about your individual preferences such as what how and when you buy from us or have shown interest in purchasing from us.

Pet Alliance is committed to complying with Commonwealth legislation governing privacy of personal information by businesses and protecting and safeguarding your privacy when you deal with us.

Collection of information

Some information provided to us by our customers, contractors and other third parties might be considered private or personal. Without these details we would not be able to carry on our business and provide our services to you. We will only collect personal information if it is a necessary part of our business process.

We collect personal information in the following situations:

- If you contact us, we may keep a record of that correspondence.
- If you register with us, e.g., if you apply to open an account or sign up to any service we may offer.
- When you submit your e-mail address to our mailing lists.
- When you communicate with us online.
- When you conduct transactions, for example purchases, quotes and refunds.
- Security video surveillance recording if you are physically present at our premises.
- If you are a candidate for employment, we may collect other information as further set out in our application forms or during the recruitment process. This may include information relating to your employment history, working eligibility rights, suitability for the role you are applying for, and previous employer references.
- When you provide us with product feedback or comments about us.
- At trade events when collecting business cards.
- When registering for or logging in to our online ordering system.
- When you make a purchase from us, our accounting systems may retain details such as credit card details.
- When you contact us where we require your personal information such as a warranty claim.

At or before the time the personal information is collected by us we will take reasonable steps to ensure that you are made aware of who we are, the fact that you are able to gain access to the information held about you, the purpose of the collection, the type(s) of

organisations to which we usually disclose the information collected about you, any laws requiring the collection of the information and the main consequences for you if all or part of the information is not collected.

Sometimes we may collect your personal information and data about your purchasing preferences from someone other than yourself. For example, from our suppliers who have a relationship with you or when your business opens an account and registers you as a contact. We may use this information in conjunction with information we already hold to greater understand your likely preferences and interests.

Anonymity and Pseudonymity

You have the option of dealing with Pet Alliance anonymously or under a pseudonym (assumed name), when it is lawful to do so. An example of when you can act anonymously or under a pseudonym would be when making a general enquiry or providing feedback on our services. However, if you choose not to provide us with your personal details, we may not always be able to respond to your request or assist you.

Unsolicited information

Unsolicited personal information is personal information that we have received without requesting it. This could happen in the case of an expression of interest for employment, as opposed to responding to a job advertisement. We may keep records of unsolicited information, where the Privacy Act permits. If it is not permitted to retain the information, we will destroy it, provided it is lawful to do so. We may not notify you of this process.

Unsolicited information may be collected from you when you have provided it to us and it is not reasonably necessary or directly related to any of our business activities, we may de-identify or delete this information without notifying you, to protect your privacy.

Use and disclosure of information to others

We may use or disclose personal information held about an individual for the primary purpose for which it is collected (e.g. provision of our services, including administration of our services, notification to you about changes to our services, record-keeping following termination of our services to you and technical maintenance). We may also use such information for a purpose related to the primary purpose of collection and where it would reasonably be expected by you that we would use the information in such a way. This information is only disclosed to persons outside our business in the circumstances set out in this policy or as otherwise notified to you at the time of collection of the information. An example of this is when we may need to provide your personal details to retailers or suppliers in order to serve you as a customer.

In addition, we are permitted to use or disclose personal information held about you:

- Where you have consented in writing to the use or disclosure;
- Where we reasonably believe that the use or disclosure is necessary to lessen or prevent a serious, immediate threat to someone's health or safety or the public's health or safety;
- Where we reasonably believe that the use or disclosure is reasonably necessary for prevention, investigation, prosecution and punishment of crimes or wrongdoings or the preparation for, conduct of, proceedings before any court or tribunal or the implementation of the orders of a court or tribunal by or on behalf of an enforcement body.

By using the Pet Alliance website, you will be deemed to consent to us using your personal information collected by our website for the following purposes;

- Market research in relation to our products and service.
- Distribution of educational and promotional material including general information about our activities and related matters to you.
- Monitoring your use of our website.

Direct Marketing

We may use your personal information to send you marketing material to notify you of products or services that you may be interested in and let you know about special offers etc. Under Australian law, we are not able to contact you with direct marketing material, unless we have your consent.

If you have consented to receive marketing material from us, your consent will remain current until you advise us otherwise. You can opt out at any time, by emailing your request to info@petalliance.com.au. If you would like us to update or amend your personal information, please contact us and we will make the requested amendments. We may ask you to verify your identity during this process to ensure that personal information we hold is not incorrectly accessed.

Links

Our website may contain links to other web sites such as our supplier websites and those websites may collect personal information about you. We are not responsible for the privacy practices of others or the content of websites that are linked to our website. Pet Alliance encourages users to be aware when they leave our site to read the privacy statements of each website that collects personally identifiable information.

Cross border disclosure of personal information

Pet Alliance may disclose personal information to overseas recipients such as our suppliers.

As necessary, we will comply with the requirements of the Privacy Act that apply to cross border disclosures of personal information, as well as with any legal requirements applicable in the relevant jurisdiction.

Adoption, use or disclosure of government related identifiers

Pet Alliance does not use government related identifiers of an individual (for example a driver's licence number) as our own identifier of individuals; or otherwise use or disclose such a government related identifier, unless this is permitted by the Privacy Act (for example, where the use or disclosure is required or authorised by or under an Australian law or a court order).

Data Security and storage

Pet Alliance recognises the importance of the security of any information associated with our customers and contractors. We have security measures in place that attempt to protect against the loss, misuse and alteration of personal information under our control. Personal information is destroyed securely when no longer required by us.

Pet Alliance retains the information you provide to us including your contact and credit card details, to enable us to verify transactions and customer details and to retain adequate records for legal and accounting purposes. This information is held securely on our premises or on secure servers in controlled facilities. Information stored within our computer systems can only be accessed by those entrusted with authority and computer network passwords.

No data transmission over the Internet can be guaranteed as totally secure. As a result, while we strive to protect user's personal information, we cannot ensure or warrant the security of any information transmitted to us, and users do so at their own risk. Once we receive your transmission, we make every effort to ensure its security on our systems. Ultimately, you are solely responsible for keeping your passwords and/or account information secret and secure. Care should be taken whenever you are online by installing anti-malware, anti-virus software and the like and keeping it updated.

Access and correction of personal information

Pet Alliance is committed to maintaining accurate, up to date, relevant and appropriate information about our customers, clients and website users. Provided that your request for your personal information is in accordance with the National Privacy Principles, we will give

you access to that information. If we refuse to provide you with access or correct the personal information held about you by us, then we will provide reasons for such refusal.

Inaccurate information will be corrected immediately upon receiving advice to this effect from you. To ensure confidentiality, details of your personal information will be passed on to you only if we are satisfied that the information relates to you.

Complaints

If you have a complaint about our Privacy Policy or the collection, use or safe disposal or destruction of your personal information, your complaint should be directed in the first instance to us via email: info@petalliance.com.au

We will investigate your complaint and attempt to resolve any breach that might have occurred in relation to the collection, use or destruction of personal information held by us about you in accordance with the Commonwealth Privacy legislation. If you are not satisfied with the outcome of this procedure, then you may request an independent person (usually the Commonwealth Privacy Officer) to investigate your complaint.

Transfer of information overseas

Pursuant to the National Privacy Principles we may transfer personal information we have collected about you to someone other than you in a foreign country only if such transfer is permitted by the National Privacy Principles.

Cookies

Pet Alliance collects information from the website using cookies.

When you visit our website to read, browse or download information, our system may log your details through cookies or your IP address (the address which identifies your computer on the internet). These details may include information about the date and time of your visit to our site, the pages viewed, and any information downloaded. This information will only be used for the purpose of site analysis and to help us offer you an improved service. We may automatically collect non-personal information about you such as the type of Internet browser you use or the site from which you linked to our website. You cannot be identified from this information and it is only used to assist us in providing an effective service on our website.

You can choose to disable cookies; however, this may mean you cannot fully experience all the features of our website.

Changes to Privacy Policy

If Pet Alliance needs to change its Privacy Policy, we will post the changes on this Privacy Policy page on our website so that users are always aware of what information is collected, how it is used and the way in which information may be disclosed. As a result, please remember to refer to our Privacy Policy on a regular basis to review any amendments.

Contact us

If you require further information regarding our Privacy Policy, please contact us by phone or email as shown on our Contact page.

If you wish to find further information about Australian privacy legislation or the National Privacy Principles we recommend you visit the Federal Privacy Commissioner's website at www.privacy.gov.au.

Acceptance of our Privacy Policy and Terms of Use

Your acceptance of use of this website includes your acceptance of this Privacy Policy and our Terms of Use.