



PRIVACY POLICY

Last update: February 2020

At Beaches Baby Pty Ltd, we are committed to protecting your privacy as a client using our services. This Privacy Policy sets out the Beaches Baby Pty Ltd (ABN 21 631 662 112) commitment to protecting the privacy of your personal information in accordance with the Australian Privacy Principles.

Please read the Privacy Policy carefully. If you do not agree to our Terms or Privacy Policy, do not use the Site

INFORMATION WE COLLECT FROM YOU

In the course of using our products and services, we may obtain the following information from you:

We may collect personal information from you in the course of our business, including if you input personal information on the Site or otherwise provide personal information, requested by us. This information requested is set out in our requests. It may include your name, address, phone number, email address, survey responses, support queries and other personal and/or demographic information ('Personal Data'). You can review, correct, update or delete your Personal Data at any time by contacting us directly and requesting the information we may have on file for you. We want to keep our Personal Data up-to-date and are required to do so, so we may ask you to review your Personal Data from time to time.

HOW WE USE YOUR INFORMATION

Personally Identifiable Information: We collect and use the information for purposes including internal record keeping; for business development and marketing purposes; identifying and understanding user needs; to contact you including for market research purposes; for marketing (including direct marketing) communication; and to customise, improve and ensure proper functioning of our Site.

Marketing communications are only sent to you if you have requested, subscribed or given us your email to receive them. You can opt out of our marketing communications at any time by unsubscribing or emailing us and your request will be actioned immediately.

You can at any time, unsubscribe from our emails or contact us to be removed from any marketing or contact lists on info@beachesbaby.com.au.

Non-Personally Identifiable Information: We also use the information we collect in aggregated and anonymized forms to improve our services, including: administering our services, producing reports and analytics, advertising our products and services, identifying user demands and assisting in meeting customer needs generally.

DISCLOSURE OF YOUR PERSONAL INFORMATION

We may from time to time need to disclose certain information, which may include your Personal Data, to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request. Also, we may use your Personal Data to protect the rights, property or safety of our business, our customers or third parties.

SHARING YOUR INFORMATION WITH THIRD PARTIES

We do not and will not sell or deal in Personal Data or any customer information.

We may share your personal information with third party service providers who assist us in providing information, products or services to you. We would only do this if the third party has agreed to comply with the standards as described in our Privacy Policy.

If there is a change of control in one of our businesses (whether by merger, sale, transfer of assets or otherwise) customer information, which may include your Personal Data, could be transferred to a purchaser under a confidentiality agreement. We would only disclose your Personal Data in good faith and where required by any of the above circumstances.

YOUR INFORMATION WE HOLD

Access: You have the right to request details of personal information that we hold about you, in certain circumstances set out in the *Privacy Act 1988* (Cth). If you would like a copy of the personal information which we hold about you, please contact us at info@beachesbaby.com.au. An administrative fee may be payable for the provision of information.

Complaints, Queries and Corrections: If you believe that we have breached the Australian Privacy Principles, or have a query or wish to correct any information we have about you, please contact us immediately on info@beachesbaby.com. We will promptly investigate your issue or query and respond to you within 48hrs.

COOKIES

AND

PIXELS

A cookie is a small file placed in your web browser that collects information about your web browsing behaviour. Use of cookies allows a website to tailor its configuration to your needs and preferences. Cookies do not access information stored on your computer or any Personal Data (e.g. name, address, email address or telephone number). Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. This may, however, prevent you from taking full advantage of our website.

Our website uses cookies to analyse website traffic, provide social media sharing and liking functionality and help us provide a better website visitor experience. In addition, cookies and pixels may be used to serve relevant ads to website visitors through third party services such as Google Adwords and Facebook Adverts. These ads may appear on this website or other websites you visit.

STORAGE AND SECURITY

We take reasonable steps to ensure that the personal information collected from you is accurate, up to date, complete and stored in a secure environment and accessed only by our authorised personnel. We have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

To enable us to deliver our services, we may transfer information that we collect about you, including Personal Data, across borders for storage and processing in countries other than Australia. If your Personal Data is transferred and processed outside Australia, it will only be transferred to countries that have adequate privacy protections.

We retain your personal information for as long as needed to provide services to you and as otherwise necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

In the event there is a breach of our security and your Personal Data is compromised, we will promptly notify you in compliance with the applicable law.

Please note that no information transmitted over the Internet can be guaranteed to be secure. We cannot guarantee the security of any information that you transmit to us, or receive from us. The transmission and exchange of information is carried out at your own risk. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that personally identifiable information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

In the event there is a breach of our security and your Personal Data is compromised, we will promptly notify you in compliance with the applicable law.

LINKS TO OTHER WEBSITES

Our Site may contain links to other websites of interest. We do not have any control over those websites. We are not responsible for or liable for the protection and privacy of any information which you provide whilst visiting such websites and such websites are not governed by this Privacy Policy.

CHANGE IN PRIVACY POLICY

As we plan to ensure our privacy policy remains current, this policy is subject to change. We may modify this policy at any time, in our sole discretion and in accordance with changing privacy legislation or regulation. We will notify you if there are any material changes to our Privacy Policy and provide you with the updated version in the event of any material change to this Privacy Policy.

CONTACT US

If you have any questions or concerns at any time about our privacy policy or the use of your Personal Data, please contact us at info@beachesbaby.com.au and we will respond within 48 hours.