

# ALX Privacy Policy

10<sup>th</sup> May 2016

ALX Pty Ltd (ACN 607 607 027) (**we, us, ALX or our**), take our customers privacy seriously and we will only collect and use your personal information in accordance this Privacy Policy (Privacy Policy) and in accordance with the *Privacy Act 1988* (Cth) as well as other applicable legislations, such as the *Spam Act 2003* (Cth).

You can find more information about the Privacy Act [here](#).

## **What do we mean by personal information**

The term "personal information" is defined in the Privacy Act 1988 (Cth) as being the information or an opinion about an identified individual, or an individual who is reasonably identifiable:

- a) whether the information or opinion is true or not; and
- b) whether the information or opinion is recorded in a material form or not.

### **(Personal Information)**

At ALX, the Personal Information we may collect from you would be, for example:

- your first name and surname;
- residential and/or business addresses;
- email address;
- post code;
- gender;
- age and date of birth;
- telephone number;
- occupation.

## **How we collect your Personal Information**

Normally we collect Personal Information from you directly, whether the collection is solicited by ALX or unsolicited, in which case, we will only collect your Personal Information if it is necessary for ALX's activities.

Collection of your Personal Information can occur through the following interactions:

- when you access and use our website, access our WIFI service or interact with us through our online store ([www.alxofficial.com.au](http://www.alxofficial.com.au)) via a computer, mobile phone, smart phone, tablet, or other device. This information may include, but is not limited to session cookies, your device IMEI number, IP address or MAC address your server address, the pages you accessed and how long you stayed on a page, the date and time you visited the site, the previous site you visited, your physical

geographical location when you visited the site, (e.g. country, state/territory, city), the type of browser and operating system you used, (e.g. Internet Explorer, Windows), the type of device and brand you used (e.g. tablet, Apple iPad);

- during conversations with our team members;
- when you complete purchase orders, requests or applications for our products or services (by phone, in person or electronically);
- when you register and create your account on our online store;
- when you communicate with us directly (by email, telephone, direct mail, or any other means);
- when you interact with us during promotions, competitions, special events, or by using devices within our stores;
- when you attend a store or workshop, through images and/or sound recordings;
- when you provide information via social media pages.

We may also collect Personal Information about you from the following third parties such as retail brands and suppliers who provide goods and services within our stores. This may include other suppliers who provide products and services to you on our behalf. We may also collect Personal Information from third parties where it is not reasonably practicable to collect the information from you.

### **Why do we collect your Personal Information**

We collect your Personal Information if it is reasonably necessary for, or directly related to our activities and business (e.g. to sell and promote our products).

The main purposes for which we collect, hold, use and disclose Personal Information are:

- to provide you with products and services that you have requested from us;
- to communicate with you, including about products and services, competition results, special offers, and events which might interest you;
- to answer your questions and provide you with information or advice;
- to create orders, transaction records, agreements for the sale of products or services, accounts, tax invoices or receipts;
- provide your personal information to third parties that assist us in providing products and services you have requested, such as delivery service providers and fulfillment managers;
- carry out administration, marketing, planning, fraud and loss prevention activities, procurement, product and service development, quality control and

research to improve the way ALX and its related bodies corporate and service providers provide products and services to you;

- to consider and respond to complaints made by you;
- to comply with laws or regulations or to comply with any directions given by regulators or authorities.

### **How you can access your Personal Information**

You can access and update your Personal Information at anytime by accessing your account on the ALX website.

### **Direct Marketing and un-subscription**

From time-to-time we may send you electronic marketing material in accordance with the provisions of *Spam Act 2003* (Cth).

You may unsubscribe from our mailing list at any time. To do so, please follow the following steps:

- Open any newsletter sent to you by ALX.
- Scroll to the bottom of the newsletter;
- Click 'Unsubscribe'.

### **Security of your Personal Information**

ALX ensures that all information collected will be safely and securely stored.

We protect your personal information by:

- Restricting access to personal information
- Maintaining technology products to prevent unauthorized computer access
- Securely destroying your personal information when it's no longer needed for our record retention purposes
- ALX uses 256-bit SSL (secure sockets layer) encryption technology when processing your financial details. 256-bit SSL encryption is higher than the industry standard.

### **Disclosure of Personal Information**

Your personal information may be disclosed in connection with our activities and business to any of the following:

- Financial institutions for payment processing;
- retail brands and suppliers who provide goods and services within our stores. This may include other suppliers who provide products and services to you on our behalf;
- our business advisors, including lawyers, accountants or other professional

service providers, to the extent reasonably required;

- our contracted service providers, suppliers, partners and other third parties with whom we have commercial relationships, for business, marketing and related purposes;
- Regulatory, investigative or government bodies to comply with laws.

Your personal information will not be shared, sold, rented or disclosed other than as described in this privacy policy.

#### **About breaches of privacy**

If you believe that your privacy has been breached by ALX please contact us at [alx@alxofficial.com](mailto:alx@alxofficial.com) and we will resolve the issue.

#### **Complaints about breaches of privacy**

If you are not satisfied with the way in which we handle your enquiry or complaint, please do not hesitate to contact us at [alx@alxofficial.com](mailto:alx@alxofficial.com)

#### **Changes to this Privacy Policy**

We may amend this Privacy Policy from time to time. This Privacy Policy was last updated in May 2016.