

Privacy Policy

Your privacy is important to **The Business**. This privacy statement provides information about the personal information that **The Business** collects, and the ways in which **The Business** uses that personal information.

Personal Information Collection

The Business may collect and use the following kinds of personal information:

- information about your use of this website (including your IP Address, Web Browser and pages visited);
- information you enter for the purpose of purchasing a product (including your name, e-mail address, billing address, shipping address and contact numbers. **IMPORTANT** - no credit card details are stored on this website. These are stored on a secure site and managed by our Payment Processing Partners)
- information that you provide for the purpose of registering with the website (including your name, e-mail address, website address, contact numbers, physical address and postal address);
- information you provide when completing our Contact Us enquiry form (including your name, e-mail address, website address, contact numbers, physical address and postal address);
- information that you provide for the purpose of subscribing to the website services (including your name, e-mail address, website address and contact numbers; and
- any other information that you send to **The Business**

Using Personal Information

The Business may use your personal information to:

- administer this website;
- personalize the website for you;
- enable your access to and use of the website services;
- contact you with information requested;
- send to you products that you purchase;
- supply to you services that you purchase;
- send to you statements and invoices;
- send newsletters to subscribers;

Where **The Business** discloses your personal information to its agents or sub-contractors for these purposes, the agent or sub-contractor in question will be obligated to use that personal information in accordance with the terms of this privacy statement. **PLEASE NOTE!** **The Business** will not supply your personal information to any third party without your personal approval.

In addition to the disclosures reasonably necessary for the purposes identified elsewhere above, **The Business** may disclose your personal information to the extent that it is required to do so by law, in

connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend its legal rights.

Securing your Data

The Business will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. **The Business** will store all the personal information you provide on its secure, dedicated server. Information relating to electronic transactions entered into via this website will be protected by encryption technology.

External Links

This website may contain links to other websites. **The Business** is not responsible for the privacy policies or practices of any third party.

Changes to this Privacy Policy

The Business may amend this privacy policy at any time by publishing a new version on this website.