



## Alexandrina Cheese Company Privacy Policy

### Protecting your privacy

Alexandrina Cheese Company (**we**) recognises the importance of, and is committed to, protecting the privacy of personally identifiable information we may collect about you and/or your business (**you**). In accordance with the *Privacy Act 1988* (Cth), this policy outlines how we manage privacy protection of your personal information.

### What personal information do we collect and why do we need it?

We collect personal information about you when we provide our eblast eNewsletter (**Services**) to you. We will endeavour to tell you why we are collecting information and how we plan to use it when we collect information from you.

Our Services require you to register for an account and provide personal information to us. By opening an account and visiting our website we may collect the following type of information:

- Personal information provided when opening an account, including your name, password, email address, credit card and other details.
- Information provided when you send an email or other communication to us.
- Information provided when you access our website. Our server automatically records information your browser sends when it connects to a website. The information provided may include your Internet Protocol (IP) address and your browser type and language. We may also collect information about your usage (for example, by way of cookies) including your usage patterns, other sites you access from our website, content upload and download and your usage of the services available on our website.

### **How do we collect the personal information?**

We collect the information:

- from you;
- through our website and by other electronic communication channels;
- from third parties such as agents or service providers and customers;
- from publicly available sources of information;
- when we are required to do so by law; and
- from our own records.

### **How do we use your personal information?**

We use the personal information we collect to:

- provide our web based services;
- process your inquiries and improve our services;
- advise you and or customers of additional services or information which may be of interest to you or customers;
- collect payments and to administer your account;
- develop existing and new products and services;
- maintain and update our business infrastructure and systems; and
- promote our other products and services to you and to customers.

If we do not collect the personal information we may not be able to provide you with the services or assistance you have requested.

At any time, if you no longer wish to receive any additional marketing material let us know and your details will be removed from our marketing database.

### **How long do we keep your personal information?**

We do not keep your personal information for a particular period of time, unless we are required to keep your information for a particular period of time by law.

## **Who will see or have access to your personal information?**

Unless we are required to provide your personal information to others by law, by court order or to investigate suspected fraud or other unlawful activity, your information will only be seen or used by persons working for us and our business partners.

These people will include our own and our contract personnel (e.g. customer service staff, sales agents, marketing people etc).

Our information systems and files are kept secured from unauthorised access and our staff and contracted agents and service providers have been informed of the importance we place on protecting your privacy and their role in helping us to do so.

## **Security**

We take reasonable steps to protect your personal information from misuse, loss, unauthorised access, modification or disclosure.

Unfortunately, the open nature of the Internet is such that information exchanged via the Internet may be accessed and used by people other than those for whom the data is intended. If you send us any information, including (without limitation) your personal details, email address and credit card details, it is sent at your own risk.

## **What if I want to check what personal information you hold about me?**

Subject to any legal restrictions, you have a right to access most personal information we hold about you if you request this. To request access, please contact our privacy officer as set out at the end of this document.

If your request is particularly complex or requires detailed searching of our records, there may be a cost to you in order for us to provide this information.

If you believe there are errors in our records about you, please let us know and we will be happy to investigate and correct any inaccuracies.

## **Your authority**

By continuing to use our website or to hold an account with us you consent to us maintaining, using and disclosing your personal information in the way described in our Privacy Policy.

## **Further information**

Our privacy policy will be updated from time to time. You should review our privacy policy each time you visit our site or provide us with personal information.

If you would like to request access to your information or further information on our privacy policy or if you have any concerns over the protection of the information you have given to us or that we have collected from others, please write to us at [info@alexandrinacheese.com.au](mailto:info@alexandrinacheese.com.au).