

Privacy Policy

Your Privacy: Overview

This privacy policy (this “Privacy Policy”) sets out the privacy policies and practices for Basford Brands Pty Ltd with respect to how Basford Brands collects personal information. It also describes how Basford Brands maintains, uses, and discloses personal information. This Privacy Policy applies to information collected from you by Basford Brands via www.basfordbrands.com.au and other websites operated by Basford Brands and other places where or means by which we may collect personal information. This Privacy Policy also sets out how you can access certain information that Basford Brands may collect about you. In this Privacy Policy, “personal information” means information or opinion about an individual whose identity is apparent or can be reasonably ascertained from the information or opinion as further defined under applicable privacy laws, including, but not limited to, Your Contacts and other personal information collected through our websites.

Please note that the Sites may contain links to other third party websites that are not controlled or operated by Basford Brands, including Securepay. This Privacy Policy does not apply to such third party websites, and Basford Brands is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, Basford Brands encourages you to request and review the privacy policies of any third parties before disclosing your personal information to such parties or when visiting such third party websites.

Consent

By submitting personal information to Basford Brands, you agree that Basford Brands may collect your personal information and you consent to the use, disclosure and transfer of your personal information in accordance with this privacy policy and as permitted or required by law. Subject to legal and contractual requirements, you may refuse or withdraw your consent to certain of the purposes identified herein at any time by contacting Basford Brands at the address provided below. If you refuse or withdraw your consent, you acknowledge that Basford Brands may not be able to provide you or continue to provide you with certain services or information which may be of value to you.

Revisions to This Privacy Policy

Basford Brands reserves the right, in Basford Brands’ discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. However, Basford Brands will treat your continued use of the Sites following such revision as your acceptance of the revised terms. All revisions will be posted to the Sites and will apply to any personal information collected on or after the date posted. Basford Brands will obtain the necessary consents required under applicable privacy laws if it seeks to collect, use or disclose your personal information for purposes other than those to which consent has been obtained unless otherwise required or permitted by law.

This Privacy Policy was last updated 30th of September 2020

Collection of Your Information

Basford Brands may collect personal information in connection with your use or purchase of Basford Brands 'products and services, which may include information provided in connection with the following activities:

- Registering or filling in forms on the Site. This includes information you may provide when you request additional information about Basford Brands' products and services or sign up to receive Basford Brands' e-mail newsletters.
- Downloading and using our mobile applications.
- Providing design or product feedback or making other submissions to Basford Brands.
- Requesting information or assistance from Basford Brands. Basford Brands may also keep a copy of any communications or correspondence you may send to it, including any e-mail communications.
- Participating or responding to consumer survey or requests for consumer's opinions, concerns, and preferences regarding Basford Brands' products.
- Participating in consumer contests and other promotions.
- Using other features of the Sites or Services that may be offered from time to time, and may require such information in order to utilize the feature.

The personal information that Basford Brands may collect may include your name, username, password, email address, age, date of birth, gender, address, telephone number, credit card and debit card numbers (with expiration dates).

Mobile Applications

Basford Brands may from time to time offer users the ability to download and use mobile applications. By downloading and/or using these mobile applications, you agree to any applicable Terms of Use, which shall be provided to you when you download the mobile applications and which shall be available at any time during your use of such mobile applications, as well as to this Privacy Policy. You may be required to provide personal information in order to use the mobile application, including your first name, last name, email and password.

Cookies

Like many websites, Basford Brands utilises "cookies" to maintain a record of your visit to the sites. A cookie is a small text file that is transferred by a web server and stored on the hard drive of your computer or mobile device. It can only be read by the server that sent it to you. This information does not identify you personally and you remain anonymous unless you have otherwise provided Basford Brands with personal information.

Cookies help Basford Brands to improve the Sites and Services, and to deliver more personalised service by enabling Basford Brands to estimate audience size and usage patterns; to store information about your preferences; to speed up your searches and to recognise you when you return to the Site.

Most web browsers automatically accept cookies. If you would prefer to prevent your computer from accepting Basford Brands' cookies, you may follow your Internet browser's steps for doing so. Please note, however, that if you do disable cookies from your browser, you may not be able to access certain sections of the site.

Third Party Analytics and Tracking

Basford Brands uses automated devices and applications provided by third parties, such as Google Analytics, to evaluate usage of our Site. We use these tools to help us improve our performance, and user experiences. These entities may use cookies and other tracking technologies which collect information to perform their services. We do not share personal information that we collect directly with these third parties. However, these third parties may collect personal information directly through the use of cookies and other tracking technologies. For an explanation of the information collected by these third parties and their respective privacy policies, please go to the [Google Analytics privacy policy](#). Those wishing to opt out of Google Analytics data collection should use the [Google Analytics Opt-out Browser Add-on](#).

Use of Your Personal information

Upon Basford Brands' collection of your personal information, Basford Brands may use such personal information internally, separately or in combination with pre-existing information, for the following purposes:

- To contact you and to respond to any communications that you may have had with us;
- As permitted by, and to comply with, any legal or regulatory requirements or provisions;
- For any other purpose to which you consent.

Disclosure of Your Information

- third party service providers for the purpose of enabling them to provide their services, including (without limitation) IT service providers, data storage, hosting and server providers, ad networks, analytics, error loggers, debt collectors, maintenance or problem-solving providers, marketing or advertising providers, professional advisors and payment systems operators;
- our employees, contractors and/or related entities;
- sponsors or promoters of any competition we run;
- credit reporting agencies, courts, tribunals and regulatory authorities, in the event you fail to pay for goods or services we have provided to you;
- courts, tribunals, regulatory authorities and law enforcement officers, as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights;

- third parties, including agents or sub-contractors, who assist us in providing information, products, services or direct marketing to you; and
- third parties to collect and process data.

Retention of Your Personal information

The personal information that you provide will be retained by Basford Brands in accordance with applicable laws. However, Basford Brands will take reasonable steps to destroy or permanently de-identify personal information it holds if it is no longer needed for Basford Brands business purposes.

Choice and Opt-Out Preferences

Basford Brands does not collect your personal information unless you choose to provide it. If, at any time, you prefer not to receive further email communications from Basford Brands (except in connection with information or products that you specifically request), you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast e-mail that is sent to you by Basford Brands. If, at any time, you prefer not to receive any other form of communication from Basford Brands, you will have the ability to unsubscribe from such communications by contacting us by email.

Request for Access and Correction, Questions or Comments

Basford Brands welcomes questions and comments about this Privacy Policy. Requests for access and correction of your personal information, and questions or comments should be directed to the Basford Brands Privacy Officer at:

Basford brands

20 Apparel Close

Breakwater, 3219 Victoria, Australia

Email: privacyofficer@basfordbrands.com