

# Kaspa Brands Pty Ltd

## Privacy Policy

### 1. Compliance with Australian Privacy Principles

- 1.1 Kaspa Brands Pty Ltd ACN 641 009 798 (**Kaspa**) respects and acknowledges the importance of privacy. Kaspa complies with the Australian Privacy Principles (**APP**) as contained within the *Privacy Act 1988* (Cth) (**Act**), when collecting, using, disclosing and managing your personal information.
- 1.2 This Privacy Policy contains information in relation to our management of your personal information in accordance with the APP.
- 1.3 For the purposes of this Privacy Policy, the term “personal information” has the meaning given to it in the Act.

### 2. Use of personal information

- 2.1 Kaspa may collect and use your personal information for a variety of reasons, which may include but is not limited to the following:
  - (a) to process any order you request from Kaspa;
  - (b) to confirm and track any order you place with Kaspa;
  - (c) to send you a post-sale request for a review of the product(s) you have purchased from Kaspa;
  - (d) to perform/execute your requested purchase/sale from Kaspa;
  - (e) to process your request in relation to any customisation or design to any provided by Kaspa;
  - (f) to process any request for an appointment with Kaspa;
  - (g) to add you to the Kaspa mailing list;
  - (h) to detect security issues and prevent fraud on the Kaspa website;
  - (i) to request feedback on your experience with Kaspa;
  - (j) to share/publish your photo on Kaspa social media channels (with your consent);
  - (k) to provide you with support in relation to the Kaspa website;
  - (l) to enable you to access and the Kaspa website;
  - (m) to complete your requested transactions, to verify the existence of and any conditions attached to your accounts or to assist with a transaction;
  - (n) to process transactions and send notifications about your transactions;
  - (o) confirming your identity for the purposes of anti-money laundering and counter-terrorism laws;
  - (p) to manage and minimise risks and identify or investigate fraud and/or other illegal activities;

- (q) responding to your enquiries which include the processing of complaints made to Kaspas;
- (r) the resolution of disputes, collection of fees and troubleshooting problems;
- (s) enforcement of our terms and conditions;
- (t) deliver targeted marketing and various other notices and promotional communications based on your selected communication preferences;
- (u) facilitate contests, sweepstakes, and promotions and process and deliver entries and rewards in relation to same;
- (v) in the performance of data analytics to improve our website and your experience with Kaspas;
- (w) to analyse trends in your visits to the Kaspas website;
- (x) to gather demographic information based on the visits to the Kaspas website;
- (y) protecting Kaspas and its assets (including against fraud) and selling Kaspas assets (including any assignment of debts);
- (z) enforcing Kaspas's rights (including undertaking debt collection) in connection with the Kaspas website;
- (aa) monitoring data, usage, records and statistics derived from your use of the website for the furtherance of Kaspas's business, for general market research and to be disclosed to third parties in relation to the aforementioned;
- (bb) to contact you through the use of various means e.g. telephone, text (SMS) or email messaging, advertising through our website, third-party websites, mail, and/or any other means as authorised by our terms and conditions;
- (cc) Kaspas's business development, including sending of updates and publications;
- (dd) to manage and deliver contextual and behavioural advertising;
- (ee) to improve and personalise our website and to learn about your level of satisfaction to ensure client satisfaction throughout the future of the website;
- (ff) auditing and managing the use of Kaspas's website; or
- (gg) in order for Kaspas to comply with legal and regulatory obligations.

### **3. Collection of personal information**

3.1 Kaspas collects personal information through a variety of methods, which may include the following:

- (a) directly from you;
- (b) through your access and use of Kaspas's website;
- (c) through your access and use of Kaspas's software or other platforms commissioned by Kaspas for the sale of goods;
- (d) through your access of surveys commissioned by Kaspas;
- (e) when you subscribe to receive information from Kaspas;
- (f) when you provide partner and/or courier reviews;

- (g) when you communicate with Kaspas, by email, completion of electronic forms, post, phone, text or otherwise;
- (h) through publicly available information and third parties;
- (i) financing providers with which Kaspas offer financing for purchases, and financial service providers used when processing your payments; or
- (j) through a social media account(s) which you use to create or log into Kaspas's website.

3.2 In the event that Kaspas is unable to obtain personal information from you as outlined above, this may result in Kaspas being unable to provide you with access to website (including any updates) or marketing material.

#### **4. Types of personal information and storage**

4.1 The type of personal information that Kaspas may hold includes the following:

- (a) identification information including your name, date of birth, gender, phone number, address, email address, and other contact information;
- (b) data necessary to process your payment if you make a purchase;
- (c) your profile data – interests, favourites, wish lists or preferences;
- (d) registration information including an email address, username and password;
- (e) geolocation data, including your approximate physical location of the devices you use to access our website;
- (f) your IP address and other device identifiers, including mobile advertising identifiers;
- (g) site usage and site preferences;
- (h) your transaction history, including details of any products purchased from Kaspas, or that you have enquired about;
- (i) aggregate, anonymous, or de-identified non-personal data;
- (j) any other information provided by you in using Kaspas's websites; and
- (a) other information that helps us to identify you or helps us to provide or improve our website.

4.2 Kaspas may collect various financial information such as the full bank account details or credit card numbers that you link to your account with us.

4.3 The personal information referred to in clause 4.1 above may be held by Kaspas in both hardcopy files and also in an electronic form.

#### **5. Disclosure of personal information**

5.1 Kaspas may be required to disclose your personal information to the following third parties:

- (a) third party delivery companies that may use your personal information to provide you with status updates on the delivery of your order;
- (b) external service providers so that the third party can carry out the service that they have been engaged by Kaspas;
- (c) our partners and the suppliers and service providers who help with our business operations including in relation to fraud prevention, identity verification, payment collection, marketing, customer service, and technology services;

- (d) third parties who have instructed us to provide goods and/or services;
- (e) organisations that provide applications, websites, services, goods, software, programs used by Kaspas;
- (f) third parties that may provide Kaspas with marketing or analytics reports;
- (g) organisations that help identify illegal activities and prevent fraud;
- (h) our professional advisors, including our accountants, lawyers, business advisors and consultants;
- (i) organisations and/or individuals that Kaspas intends on entering negotiations with for any merger, sale of assets, financing, acquisition of all or a part of Kaspas's business; or
- (j) any legal industry regulatory body in any of the states, territories and jurisdictions that Kaspas operates in.

5.2 Kaspas may be required to disclose your personal information in order to respond to subpoenas, court orders, or to investigate, prevent, defend against, or take action regarding violations of our terms and conditions, illegal activities, suspected fraud, or situations involving potential threats to the legal rights or physical safety of any person or the security of our network, customers/users or services.

5.3 If you purchase goods and services from Kaspas using our website, our third-party payment processor will collect the billing and financial information it needs to process your charges. This may include your name, address, e-mail address, and financial information. Kaspas's payment processors do not share your financial information with Kaspas, but they may share non-financial information with us related to your purchases, including your name, address, and the goods purchased.

5.4 When you access our website on a connected third-party application or platform (including, but not limited to, Facebook, Apple, Google, or Amazon), any purchases you make will be processed by that third-party application and subject to that third-party application's terms of service and privacy policy. For these purchases, Kaspas does not receive your financial information, but may receive non-financial information related to your purchases, including your name, address, the goods purchased and your approximate physical location.

5.5 Where the Act permits, Kaspas may also disclose personal information to third party suppliers and service providers located overseas for some of the purposes listed above.

## **6. Cross-border disclosure of personal information**

6.1 Kaspas may, from time to time, have affiliated offices operating in overseas. Kaspas may send your personal information to these offices for one or more of the purposes listed in clause 2.1. If Kaspas's overseas offices are operated by 'related body corporates' of Kaspas, Kaspas will take such steps as a reasonably required to ensure that there is appropriate data handling of your personal information and proper security arrangements are in place.

6.2 From time to time, Kaspas may also send your personal information overseas for the following reasons:

- (a) to third party service providers who store data or operate outside of Australia;
- (b) to complete a transaction involving an international financial institution; or
- (c) as required by laws and regulations of Australia or another country.

6.3 Before Kaspas discloses personal information about you to an overseas recipient who is not a related entity of you, Kaspas will take such steps as a reasonably required to ensure that there is appropriate data handling of your personal information and proper security arrangements are in place.

## **7. Marketing Opt-Out**

- 7.1 Kaspas may, from time to time, contact you for marketing and promotional purposes via email, mail, telephone or otherwise. The parties acknowledge that your consent is provided on an ongoing basis for such contact, unless your rights to opt out in accordance with this clause 7 have been exercised.
- 7.2 In the event that you no longer wish to receive any promotional or marketing mail or communication from Kaspas, then you may let us know and we will cease any correspondence or contact relating to these purposes.
- 7.3 You may opt out from receiving any electronic marketing and promotional communication by following the unsubscribe instructions within any electronic communication that you have received from Kaspas. Additionally, you may opt out from such communication by contacting the Privacy Officer in writing (the details of which are contained at clause 11).
- 7.4 Unsubscribe or opt out requests originating from electronic communications shall be honoured within ten (10) business days of any such request.
- 7.5 Any election made to not receive promotional and marketing correspondence from Kaspas will not preclude Kaspas from any of the following:
- (a) contacting you regarding your existing or past relationship with Kaspas;
  - (b) accessing and viewing your Personal Information in the course of maintaining and improving Kaspas's database and internal systems; or
  - (c) otherwise using your Personal Information in accordance with this Privacy Policy.

## **8. Cookies**

- 8.1 Cookies are used by Kaspas in order to maximise and enhance our user experience.
- 8.2 When accessing Kaspas's website, small files of data may be placed on your device that enable Kaspas to recognise you as a Kaspas customer each time you return to our website. As a result of these cookies, you avoid the need to keep inputting your information throughout a session and may have these details auto filled when you visit the website. In addition, these cookies enable Kaspas to ascertain information regarding what web pages you visit and how regularly, enabling us to make our websites and platforms increasingly user friendly and to target advertising to content that you may be interested in.
- 8.3 You are free to decline the cookies in which Kaspas utilises and can disable them through your web browser.

## **9. Protection of personal information**

- 9.1 Kaspas will take all reasonable steps to ensure that your personal information is properly protected from misuse, loss, unauthorised access, modification or disclosure.

## **10. Change to Privacy Policy**

- 10.1 We reserve the right to modify this Privacy Policy from time to time in response to changing legal, technical or business developments, and without prior notice to you. When we update our Privacy Policy with respect to material changes to the way we handle your personal information, we will take appropriate and reasonable measures to inform you. Where required by applicable data protection law, we will obtain your consent to any material changes to this Privacy Policy and if you object to any changes, you must cease using our services. Otherwise, your continued use of the services after any modifications to the Privacy Policy consent to the revised terms to the extent permitted by law.
- 10.2 We encourage you to periodically review this Privacy Policy for the latest information on our privacy practices on this webpage.

- 10.3 This Privacy Policy may be updated from time to time and was last updated on the date as stated on this webpage.

## **11. Accessing and requesting correction of Personal Information**

- 11.1 To access, seek or request personal information that Kaspas holds about you, please contact us at:

The Privacy Officer  
support@kaspabrands.com.au

- 11.2 In the event that access to personal information is requested, Kaspas will endeavour to respond to that request as soon as reasonably practicable if and to the extent required by the applicable law.
- 11.3 If Kaspas is unable to give you access, or if Kaspas declines to amend your personal information, Kaspas will issue a written notice that describes our reasoning for doing so. Kaspas notes that before providing you with any personal information Kaspas will be required to verify your identity.
- 11.4 KASPAS reserves the right to make an administrative charge to you if it is required, to provide you with access to personal information as outlined in clauses 11.1 and 11.2 above.

## **12. Resolving your concerns**

- 12.1 If you wish to make a complaint regarding that way in which Kaspas manages your personal information, or that you feel that Kaspas has fallen short of the required standards set by the Act, please prepare your complaint in writing and supply it to The Privacy Officer.
- 12.2 A written acknowledgement of your complaint will be provided within 7 days, and Kaspas will attempt to have your concern resolved within thirty (30) days of receipt of your complaint.

## **13. Contact Us**

- 13.1 If you have any questions or concerns relating to this Privacy Policy or our privacy practices, or would like to opt-out of postal mail and/or any other form of communication from us, please contact the Privacy Officer.