

# Peggles' Privacy Policy

## **1.0 The type of personal information that we collect and store**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information only when given to us for shipping/delivery purposes (including name, email, address, phone). We also collect information such as payment details once you have purchased an item on our website. This information will be used by a third party, eWAY, which is an Australian company that facilitates payments between the consumer (you) and the store you conduct business with (us), see below for further information.

### **1.1 Payment providers/gateways**

These are third party companies that make it possible for Peggles to offer multiple payment methods. For example, when you checkout with a credit/debit card it is made possible through these providers.

### **1.2 Payment Methods**

These authorise direct ways for you to pay. In Peggles' case, we use eWAY, which accepts Visa and Mastercard.

## **2.0 How we collect your information**

When you consent to cookies on our site (*see 6.0 for Cookies*), we collect information such as traffic and session times (as mentioned in point 1 above).

When you conduct a transaction on our website, as part of the process we collect personal information you give us such as your name, address and email address so that we can ship/deliver the product to you that you purchased. We do not use this information in any way other than to send your product to you. eWAY is the company that facilitates transactions and collects your card details so that payment can be made between you and us. Your personal information in no way will be sold or given to any other third party (*see 4.2 for more details*).

When you sign up to our mailing list at the bottom of our website, we collect your email. If you send us an email, we will also have your email so that we can reply to you.

## **3.0 Why do we collect this information?**

We collect our site visitors' personal information such as:

- Email addresses for marketing campaigns (only if you subscribe to our mailing list).
- Name and address for shipping/delivery purposes only.
- Card details when making a purchase on our website only to facilitate payments through a third party (*for more details see 4.2*).

The information that we collect is important in successfully running our business. Peggles, and all business' must use a third party to facilitate payments on a website so that payments are secure as possible and are meeting the highest of standards when offering payment gateways. Personal information is vital in delivering to you the product you purchased. The information that we collect from cookies (*see 6.0 for more details*) is for Peggles to monitor traffic through our website and is necessary in ensuring our business remains successful.

#### **4.0 How do we store, use, share and disclose our site visitors' personal information?**

To successfully run our business, Peggles uses Wix.com to create our website and offer us useful information outlined below. Peggles uses eWAY to facilitate payments between our customers and us. Peggles also uses Australia Post to deliver your purchases to you. Each company uses your details in different ways, including Peggles to successfully offer you our products; you can read about them below:

##### **4.1 Personal information used by Wix**

Our business is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. The information that Wix.com stores for us only once provided to us from you (when you make a purchase from Peggles) may be your name, product/service that you purchased, payment method, amount due and the payment status. This is so that Peggles can provide you with the product that you bought and ensure that it can be sent to you.

##### **4.2 Personal information used by eWAY**

Peggles uses eWAY for our payment gateway (*for clarification of terms, see 1.1 & 1.2*). The PCI DSS is created by the PCI Security Standards Council and consists of the biggest companies in the payment card industry. This council has developed a set of rules (PCI DSS), which are a consistent set of standards for processing, handling and storing sensitive credit card information. eWAY is in compliance with Level 1 of the PCI DSS compliance criteria, which is the highest level of compliance available of data security, which is the same level of the biggest banks in the world.

##### **4.3 Personal information used by Australia Post**

Your name, address, email and phone you provide us when purchasing our product for shipping/delivery purposes, these will be given to Australia Post so that the product can be sent to you. Australia Post will have access to you email and phone so that they can send you tracking details and order updates for your parcel.

#### **4.4 Personal information used by Peggles**

Peggles will not disclose any personal information of its customers with any other third parties except those stated in our privacy policy (Wix.com, eWAY and Australia Post). Peggles will only keep information such as your email address when given to us for email subscriptions or if you sent us an email so that we can reply to you. We also keep your address details so that we can pass this onto Australia Post to send your parcel. We will also keep details of the products that you purchase so that we can successfully create your order and send it to you, and keep track of what you have purchased in the past for both our record and yours.

#### **5.0 How do we communicate with our site visitors?**

Peggles only communicates with its site visitors in reply to if you contact us first.

##### **5.1 Chat with us function**

There is a 'chat with us' function on our website where visitors may ask us questions in which we will reply through this chat form.

##### **5.2 Customer Service page**

On our customer service page, there is a contact form you may fill out and we will reply to the email you provide to us.

##### **5.3 Email Subscription**

At the bottom of our site there is an option to subscribe to updates where the visitor would input their email and they would consent to emails sent from us which may entail exclusive offers, discounts available from our store, notices of new stock arriving or a thank you for your continued support. We ensure you that we do not spam our customers who subscribe to our mailing list. Once subscribing you may immediately unsubscribe by going to the bottom of the email that we sent you and click on the 'click here' link where it will open up another page where you may click 'Unsubscribe' and will immediately be removed from our mailing list.

##### **5.4 Placing an order**

Once you place an order with us and you provided your email, you will receive an email from us with an order confirmation. And from here onwards, the only further contact regarding your order will be from Australia Post with parcel updates. However, we may email you after you receive your order asking for feedback and if you are happy with your purchase. No further contact will be made after this unless it is in reply to your email.

#### **6.0 How do we use cookies and other tracking tools?**

Firstly, what are cookies? It is formally known as a HTTP cookie, which is an internet code or a browser cookie. It is a term for data that a computer receives and then sends back without altering its details. A computer cookie consists of information.

When you visit any site, the website sends that information (cookie) to your computer. Your computer then stores this information in your web browser often called 'Cookies'.

### **6.1 How Peggles uses your Cookies**

The purpose of computer cookies is to help websites keep track of visits and activity. This isn't always a bad thing. In Peggles' case, we use this information to see how many people visit our site (traffic) and when they visit it, the average amount of time that someone spends on our website, visitor retention, the portion of visitors that are new to the site or existing, how you are referred to our website and the rough location where visitors are accessing our site from (this information is only approximate, for example we can see that someone from the Melbourne area has accessed our site, or someone living in the western suburbs. We do not know your exact location and all of these statistics are anonymous). With all the data we collect, it is anonymous and there is no personal information that we collect, you are just a statistic to us so that we can monitor how much traffic our site gets and how well we are doing as a business through our website.

### **7.0 How can I withdraw my consent to the use of Cookies?**

When you first access our service, we ask that you confirm you're okay with us using cookies in line with the policy stated in this document. If you do not agree with our use of these technologies, or you change your mind at a later date, you can either withdraw your consent by sending us an email at [carla@peggles.com.au](mailto:carla@peggles.com.au) or send mail to *PO Box 477 Melton, 3337* or you may stop using our services.

### **8.0 Privacy Policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **9.0 Complaints about a breach in the Privacy Policy**

If you feel that we have in any way breached Australian Privacy Principles, please contact us and we ensure that we will take all reasonable measures to rectify this for the safety of all those involved. If you feel the need to, you can also notify the Australian Government (Office of the Australian Information Commissioner) and fill out a 'Notifiable Data Breach Form.'

### **10.0 Questions and contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [carla@peggles.com.au](mailto:carla@peggles.com.au) or send us mail to: *PO Box 477 Melton, 3337*