

Supercart Australia Privacy Policy

Introduction

Supercart Australia Pty. Ltd. (ABN: 60 083 629 743) (Supercart) is committed to the privacy and protection of any personal information that you may provide to us while interacting with the content, products and services on this website (the "Site"). This Privacy Policy applies to the Site only and is not applicable to other websites to which we may link. We comply with the **Privacy Act 1988 (Privacy Act)** and the Australian Privacy Principles (APPs).

Since we gather certain types of information about users of our Site, we want you to understand what information we collect about you, how we collect it, how we use it, how you may seek the correction of that information and how you can control our disclosure of it. It also explains how you may make a complaint about a breach of privacy legislation. You agree that your use of this Site signifies your consent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use this Site.

This Privacy Policy is current from January 2018 and is reviewed annually. From time to time we may make changes to our policy, processes and systems in relation to how we handle your personal information. We will update this Privacy Policy to reflect any changes. Those changes will be available on our website.

Information collected

Supercart predominantly collects two types of information from you:

- 1) Information that you voluntarily provide to us, e.g. through a voluntary registration process, sign-ups or emails etc.;
- 2) Information that is derived from automated tracking mechanisms.

Cookies

Our Site may use "cookies" and other tracking technology. Cookies enable us to serve secure pages to our users without requesting them repeatedly to sign in. Most available browsers allow the control of cookies, including whether or not to accept them as well as how they can be removed. Cookies will expire if a user's system is idle for a defined time, forcing the user to sign in again to continue their session. This averts unauthorized access to the user's information while they are away from their computer.

You are able to set most browsers to notify you when you receive a cookie. Alternatively you may select your browser to block cookies altogether, however please note that if one chooses to erase or block cookies, that certain parts of the Site may require the re-entry of your original user ID and password to gain access.

Third-Party Cookies: In the course of serving advertisements to this site, our third-party advertisers may place or recognize a unique "cookie" on your browser.

How we use your information?

Supercart would only use your personal information for the original purpose it was given. Your personal information will not be transferred or sold to unaffiliated third parties without your consent at the time of collection.

Supercart will not disclose, give, use or sell any personal information to third parties for any purposes other than to our suppliers and other third parties who require to know, in order to deliver services on

behalf of Supercart, unless required to do so by law. Furthermore Supercart reserves the right to contact you regarding matters relevant to the service provided and/or the information collected.

In the case of personally identifiable information, we would only use this to provide you with a more enjoyable, convenient online experience as well as to assist us identify and/or provide information, products or services that may be of interest to you. We use this type of information to support and enhance your use of the Site and its features, including without limitation:

- Fulfilling your order;
- Provision of customer service;
- Tracking of email invitations you send; and
- Supporting your use of the Site.

Supercart may use your personal information for targeting advertising towards you, based on things such as region, gender, interests, goals, habits etc.

We may grant certain trusted third parties to track usage, analyse data e.g. source address that a page request is coming from, your IP address or domain name, the date and time the page request was made, the referring website (if applicable) and other parameters in the URL. These are collected so that we can better understand the use of our website as well as enhance the performance of services to maintain and operate the Site as well as certain features on the Site. We may also use third parties to: host the Site, operate various features that are available on the Site, send emails, analyse data, provide search results/links and assist in fulfilling your order(s).

We may also share personally identifiable information or other information with our parent, subsidiaries, divisions and affiliates.

Furthermore we may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale, including any transfers made as part of an insolvency or bankruptcy proceeding involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

Supercart may in special cases disclose contact information, where we have reason to believe that it is necessary to disclose this to identify, contact or bring legal action against someone who may be in breach of our terms and conditions of use or may be causing injury, interference with our rights, our customers or anyone who could be harmed by such activities.

We will not be responsible or liable for any personally identifiable information or other information you choose to provide or share in forums such as a bulletin board, chat room or any other publicly accessible area of the Site.

We will provide you with notice when your personally identifiable information may be provided to any third party for any reason other than has been set forth in this Privacy Policy and you will have an opportunity to request that we do not share such information.

Non-identifying and aggregate information is used by us to improve the design of our Site as well as for business and administrative purposes. We may also share or allow third parties for any purpose to use aggregated data that contains no personally identifiable information.

How do we protect your information?

Supercart is committed to protecting the information we receive from you. Appropriate security measures are taken to protect your information against unauthorized access to or unauthorized alteration, disclosure or destruction of your data. To accomplish this we maintain appropriate physical, electronic and managerial procedures to secure and safeguard the information and data that's stored on our system. We acknowledge that no computer system is entirely secure, however we believe we have the necessary measures in place to reduce the likelihood of security problems to a level appropriate to the type of data that we deal with.

Third party advertising

Advertisements that may appear on our Site may be presented to you by Supercart or one of our web advertising partners and they may set cookies to allow them to recognize your computer each time they send you an advertisement. In doing so, they may compile information about where you or others who are using your computer, saw their advertisement and determine which advertisements are selected. This allows them to deliver targeted advertisements that they believe will be of interest to you. In no way does Supercart have access to or control of the cookies that may be placed by any third party advertising servers or advertising partners. This privacy statement covers the use of cookies by Supercart and not that by any of its advertisers.

Accessing and updating your personal information and preferences

Mechanisms are provided by us to allow for the updating and correction of your personal information for many of our services. You can modify or remove any of your personal information at any time by making contact with us at info@supercart.com.au or writing to us (see address details).

Email Choice/Opt-out

Should you receive an email from our Site and would prefer not to receive such communication in the future, you can do so by following the instructions in the email(s). Alternatively you may send an email to info@supercart.com.au. We will then endeavor to implement your opt-out requests promptly, however you may still receive communications from us for a period of 2 week (ten business days), as we process your request.

Children's privacy and parental controls

Supercart does not solicit any personal information from minors or children. To be an authorised user of our Site, you are required to be 18 years of age or older. To prevent children from submitting information online without parental permission or from accessing information that may be harmful to minors, parents should be aware that there are many online parental control tools available.

Disclaimer to security

By agreeing to our Terms and Conditions of the Site and hence this Privacy Policy, you consent to the fact that no data transmission over the internet is completely and entirely secure. Furthermore we cannot guarantee or warrant the security of any information you provide to us and therefore you transmit such information to us at your own risk.

Notification of changes

Supercart reserves the right to amend this Privacy Policy from time to time at its sole discretion. With any future changes to our Privacy Policy, unless we obtain your verbal or written consent, such changes will only be applicable to information collected after the amended Privacy Policy took effect. Your continued use of the Site indicates your acceptance of the Privacy Policy as published.

Contact information

Should you have any questions regarding this Privacy Policy, please contact:

Supercart Australia Pty. Ltd.

1741 Sydney Road

Campbellfield, VIC, 3061

info@supercart.com.au