

AIR PURIFIERS AUSTRALIA PTY LTD

ACN 653 879 406

Privacy Policy

Introduction

1. In this Privacy Policy –

“we”, “us” and “our” refer to Air Purifiers Australia Pty Ltd ACN 653 879 406

“you” and “your” refer to the person who uses our website, or transacts or otherwise communicates with us whether as part of a purchase transaction or not.

2. We will abide by the Australian Privacy Principles set out in the Privacy Act 1988 (Cwth) and other privacy rules and legislation such as the EU General Data Protection Regulation which applies in respect of persons in the European Union.

3. We respect your privacy and are committed to protecting your personal information. This Privacy Policy outlines our approach to privacy and how we collect, use and protect your personal information, and your rights in relation to access to the information which we collect and hold about you.

The information which we collect

4. In carrying on our business we may collect personal information about you which generally will include –

(a) your name,

(b) your email, residential, shipping and billing addresses,

(c) your telephone numbers,

(d) information about your transactions with us,

(e) the operating system of the device which you use to contact us, and its browser type and capabilities,

(f) your device's internet protocol address and geolocation,

(g) your browsing and other behaviours in dealing with us including details of the product information which you have viewed, added to your cart or purchased, your search history and the pages which you visit.

5. Our checkout process is managed in conjunction with Stripe. We collect but do not store credit or other banking card information which you give to us, and that information and the payment process are managed by Stripe.
6. We collect sensitive information only where it is reasonably necessary for or directly related to the purposes outlined in this Privacy Policy, or where you consent.

How we collect your personal information

7. We will collect personal information from you only by fair and lawful means and in ways which are not unreasonably intrusive.
8. When you visit our website we may place cookies, web beacons, tags and pixels on your device to collect information to enable us to identify repeat customers and make it easier for you to navigate our website, and to provide customer services to you. You agree to our doing so.

How we use your personal information

9. We use the personal information which we collect for the purposes for which it was initially collected and related purposes if those purposes would be within your reasonable expectations. For example, we use your personal information –
 - (a) to carry on our business as an online retailer and service provider, including providing you with our products and services and information about our products and services,
 - (b) to respond to questions posed by you,
 - (c) to process payments,
 - (d) to deal with feedback and complaints about goods and services available on our website,
 - (e) to undertake data analytics,
 - (f) to communicate with you,
 - (g) for direct and other marketing, and
 - (h) to maintain our records.
10. We may disclose personal information to contractors engaged for the delivery of products and services, and to contractors who provide services to us in connection with the carrying on of our business. Those contractors may be located in Australia or overseas. Whilst we are not responsible for their privacy practices, we require them to maintain the confidentiality of your personal information, and to comply with Australian Privacy Principles and or any other relevant privacy rules and legislation, and we prohibit them from using your personal information for their own marketing purposes.

11. We may disclose your personal information if we are required to do so by law, in the event that we suspect that a person may be engaged in unlawful activity, or to appropriate persons in the event that we consider that there may be a risk that you will engage in self harm, or harm to others.
12. We may also publish part or all of any review or rating which you provide together with your first name and your suburb.
13. In the event that we enter into a merger, or transfer our business, or we are contemplating doing so, we may disclose your personal information and other information which we have collected from you for the purposes or as part of such a transaction.
14. We or someone authorised by us may use the information which we collect to optimise and place advertisements, including advertisements of third-party vendors.
15. To the extent that you provide personal information to us, you agree to our using it in accordance with this Privacy Policy.

Security

16. We will try to keep your personal information accurate and current, and we invite you to assist us in doing that.
17. You may access and or correct your personal information by contacting us in one or more of the ways identified on our website.
18. You may ask us to provide you with any additional personal information which we hold about you, and if you do we will provide it to you within a reasonable time.
19. If any of the personal information which we hold is incorrect, we will correct it on request.
20. You may lodge a complaint about a breach of the Australian Privacy Principles by contacting us in one or more of the ways identified on our website. We will respond to your complaint within a reasonable time and, if you are not satisfied with our response, you may take the matter up with the Office of the Australian Information Commissioner.

Third-party sites

21. Our website may contain links to third party websites. We are not responsible for the privacy policies of any third parties or the ways in which they deal with personal information.