

PRIVACY POLICY FOR PROUDBACK PTY LTD

Proudback Pty Ltd (referred to as “we,” “our,” or “us”) is committed to protecting your privacy and handling your personal information with care. This Privacy Policy outlines how we collect, use, store, and disclose your personal information in compliance with Australian and Western Australian laws, including the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs).

By using our website and services, you consent to the collection, storage, and use of your information in accordance with this policy.

1 Information We Collect

1.1 Personal Information

We may collect personal information directly from you when you register, purchase products, or otherwise interact with our website. This information may include:

- Full name
- Date of birth (to verify age for purchasing alcohol)
- Email address
- Postal address
- Contact number
- Payment details (processed by secure third-party providers)

1.2 Usage Information

We may also collect non-identifying information automatically when you interact with our website. This information may include:

- Browser type and version
- Device type and operating system
- IP address
- Pages visited and actions taken on the site
- Referring URL and exit pages

1.3 Cookies and Tracking

We use cookies and similar tracking technologies to enhance your experience and improve website performance. You can control cookie preferences through your browser settings, but some features may not function properly if cookies are disabled.

2 How We Use Your Information

2.1 To Process Transactions

Your personal information is used to process orders, verify age requirements, fulfil deliveries, and respond to inquiries.

2.2 To Improve Our Services

Usage data helps us understand user preferences, monitor website traffic, and enhance our offerings.

2.3 Marketing Communications

With your consent, we may use your contact information to send promotional materials, offers, or updates on new products. You can opt out of marketing communications at any time by following the unsubscribe instructions if included in email or by contacting us directly.

2.4 Legal Obligations

We may use or disclose your information when required by law or to comply with legal obligations, enforce our Terms and Conditions, and protect the rights, property, or safety of our users or the public.

3 Disclosure of Information

3.1 Third-Party Service Providers

We engage third-party providers to assist with payment processing, website analytics, marketing, and order fulfilment. These providers have access to personal information only as necessary to perform their functions and are contractually obligated to keep your data secure and confidential.

3.2 Compliance with Legal Requirements

We may disclose your personal information if required by law or to comply with regulatory requirements in Australia or Western Australia.

3.3 International Transfers

We may transfer data outside of Australia for processing and storage purposes. In such cases, we ensure that your data remains protected in accordance with the APPs and that any international third-party processors adhere to similar privacy standards.

4 Security of Your Information

4.1 Data Protection

We implement industry-standard security measures to protect your personal information against unauthorised access, disclosure, or loss. These measures include secure servers, encryption, firewalls, and regular system audits.

4.2 Payment Information

All payment information is processed through secure third-party providers that comply with the Payment Card Industry Data Security Standard (PCI-DSS). We do not store credit card details on our servers.

5 Data Retention

5.1 Retention Period

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. When your information is no longer needed, we will securely delete or anonymise it.

6 Access to and Correction of Information

6.1 Access Requests

You have the right to request access to your personal information held by us. To make a request, please contact us using the information provided below. We will respond within a reasonable time frame and, where required, provide you with access to your data.

6.2 Correction Requests

If you believe your personal information is incorrect or outdated, you have the right to request a correction. We will take reasonable steps to ensure your information is accurate, complete, and up-to-date.

7 Your Rights and Choices

7.1 Opt-Out

You may opt-out of receiving marketing communications from us at any time. To unsubscribe, follow the instructions included in our communications or contact us directly.

7.2 Right to Complain

If you believe we have breached your privacy rights under the Australian Privacy Principles, please contact us. We take privacy concerns seriously and will address your complaint promptly. You also have the right to contact the Office of the Australian Information Commissioner (OAIC) if you are unsatisfied with our response.

8 Changes to Our Privacy Policy

8.1 Policy Updates

We may update this Privacy Policy periodically to reflect changes in our practices or to comply with legal requirements. Updated versions will be posted on this page, with the “Effective Date” noted at the top.

8.2 Notification of Changes

We will notify registered users of significant policy changes. However, we recommend that you review this Privacy Policy regularly to stay informed of any updates.

9 Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

Proudback Pty Ltd

Email: enquiry@proudback.com

Last Updated: 1st May 2025