



Effective Date: 16th June, 2023

This Privacy Policy outlines the manner in which Bare Roots Australia ("we," "us," or "our") collects, uses, maintains, and discloses personal information obtained from users ("users," "you," or "your") of our website, mobile application, and other related services (collectively, the "Services"). We are committed to protecting your privacy and ensuring the security of your personal information in accordance with the Australian Privacy Principles (APPs) outlined in the Privacy Act 1988 (Cth).

1. Collection of Personal Information:

We may collect personal information from you in various ways, including but not limited to, when you visit our website, register on our platform, place an order, subscribe to our newsletter, respond to a survey, fill out a form, or interact with our Services. The types of personal information we may collect include, but are not limited to, your name, email address, postal address, phone number, payment details, and other information relevant to fulfilling your orders and providing customer support.

2. Use of Personal Information:

We may use the personal information we collect from you for the following purposes:

- To process and fulfil your orders, including order confirmation, delivery, and returns.
- To personalise your experience and tailor our Services to meet your individual needs.
- To improve our website, products, and services based on your feedback.
- To send periodic emails and newsletters about our latest products, promotions, and updates.
- To respond to your inquiries, provide customer support, and address any issues you may encounter.
- To administer surveys, contests, or other promotional activities.
- To comply with legal obligations and enforce our policies.

3. Protection of Personal Information:

We adopt appropriate data collection, storage, and processing practices to ensure the security of your personal information. We implement industry-standard security measures to protect against unauthorised access, alteration, disclosure, or destruction of your personal data, including encryption, secure socket layer (SSL) technology, and firewalls. However, no data transmission over the internet or electronic storage system can guarantee complete security.

4. Disclosure of Personal Information:

We do not sell, trade, or rent your personal information to third parties for their marketing purposes. However, we may share your personal information with trusted service providers who assist us in operating our business, such as payment processors, shipping partners, and IT support services. These third parties are obligated to maintain the confidentiality of your information and are prohibited from using it for any other purpose.

5. Retention of Personal Information:

We will retain your personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. When we no longer require your personal information, we will take reasonable steps to securely destroy or de-identify it.

6. Access and Correction of Personal Information:

You have the right to access, update, correct, or request the deletion of the personal information we hold about you. If you would like to exercise these rights or have any concerns about your personal information, please contact us using the information provided in Section 9.



7. Cookies and Tracking Technologies:

We may use cookies, web beacons, and other tracking technologies to enhance your browsing experience on our website. These technologies allow us to analyse trends, track user engagement, and collect demographic information. You can choose to accept or decline cookies through your browser settings. However, disabling cookies may limit certain functionalities of our Services.

Cookies may help keep track of items you put into your shopping cart including when you have abandoned your cart and this information is used to determine when to send cart reminder messages via SMS.

Our website may contain links to third-party websites or services. We do not control the privacy practices of these websites or services and are not responsible for their content or activities. We encourage you to review the privacy policies of any third-party websites before providing them with your personal information.

9. Contact Us:

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Bare Roots Australia
36A Mornington-Tyabb Rd,
Tyabb, Victoria, Australia 3913
info@bareroots.com.au

10. Updates to the Privacy Policy:

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be posted on this page, and the "Effective Date" at the top of this policy will be revised accordingly. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal information.

By using our Services, you signify your acceptance of this Privacy Policy. If you do not agree to this policy, please do not use our Services.