

# Privacy Policy

This privacy policy was last updated on 15 April 2024.

## Introduction

We're Nedd's Milk Company Pty Ltd ("**Nedd's Milk**", "**we**", "**our**" or "**us**"), an Australian-based flavoured milk company that is dedicated to supporting the homeless and making delicious milk. We're also committed to keeping your personal information safe, secure and private. Our privacy policy sets out how we collect, use, disclose and store personal information. By visiting our websites, using our services, or otherwise providing your personal information to us, you consent to our collection, use, disclosure and storage of your personal information in line with this privacy policy, the Australian Privacy Act, and any other arrangements in place between us. We may update this privacy policy by publishing changes to it through this website.

## Information we collect

We may collect the following types of information about you:

- name
- phone number
- email and physical addresses
- date of birth
- employment details
- personal preferences
- payment details
- testimonials and feedback
- how you use our websites, apps and services
- if we are considering your suitability as a model, actor or other performer in a creative work, your photographic likeness, voice, or a description of your appearance

Sometimes we may collect sensitive information about you such as your health information or as part of a criminal background check. Sensitive information is generally only collected in connection with our employment or other engagement of you. We will only collect your sensitive information with your consent or where we are otherwise permitted by law.

**Information you provide to us directly:** We collect most personal information directly from you when you request our services, provide services to us, apply for employment with us, or engage with one of our marketing campaigns (such as a trade promotion). We may collect that information through forms, emails, social media posts and messages, face-to-face meetings, interviews or telephone conversations.

**Information we collect automatically:** We collect some information automatically when you visit our websites or use our apps, which is reported by your browser or device and recorded in our server log files. This information may include your IP address, device identifier, web request, and other information about how you interacted with the website or app. We also collect this information using cookies and similar tracking technologies (such as Google Analytics – see <https://policies.google.com/technologies/partner-sites> for further information). We use log files and cookies to better understand how people use our websites and apps.

**Information we collect from third parties:** We may also collect information about you from third parties if it's not practical to collect the information directly from you. This may include information collected from one of our clients where we are running a marketing campaign on their behalf, from an employment or talent agency, from publicly available sources or from social media platforms.

## Why we collect, use and disclose personal information

We only collect personal information we reasonably require for us to conduct our business. This includes using personal information to provide our creative solutions and marketing services (including running trade promotions or campaigns for our clients), to promote our products or services, to enhance our websites, apps and services (including through data analytics), to consider the suitability of potential employees, contractors, suppliers and other collaborators, or to otherwise comply with our legal obligations. We may also use or disclose personal information for reasonably related secondary purposes or as otherwise permitted by the Privacy Act.

## **Direct marketing**

We don't sell or trade your personal information. Sometimes we may send you electronic direct mail (EDM) marketing communications via email, SMS, print or social media platforms in connection with marketing campaigns (including those we are running for our clients). We only do this if you have expressly opted-in to receive these marketing communications or we can reasonably infer your consent in accordance with the Australian Privacy Act and Spam Act. You can opt-out of receiving these marketing communications by using an opt-out facility (eg an unsubscribe link if we communicate by email) or by contacting us.

## **Who we disclose personal information to**

We only disclose personal information to our employees, professional advisers and our (including future) related bodies corporate on a need-to-know basis. If we are collecting personal information on behalf of one of our clients (such as part of a trade promotion or campaign), we may share your personal information with that client. We may also share personal information with third parties who assist us in providing services (eg creative service providers such as designers, photographers or other marketing providers) or third parties we outsource services to (eg reputable payments processing platforms, security providers, data storage providers and e-signatory platforms). Otherwise we will only disclose personal information to third parties as authorised by you, to entities acquiring our business (or a substantial part of our assets) or as required or permitted by law.

## **Offshore disclosure**

We do not ordinarily transfer personal information outside Australia. However, if we do transfer your personal information overseas, we will take reasonable steps to ensure that your information is only processed for the purposes it was collected (or reasonably related secondary purposes) and is adequately protected using appropriate technical, organisational, contractual or other lawful means.

## **Storage**

We hold your personal information in secure servers hosted in Australia using reputable service providers. We take reasonable steps to protect personal information from misuse, interference or loss as well as unauthorised access, modification or disclosure. We only allow individuals access to their personal information if they satisfy our identification requirements. If we no longer require personal information, we take reasonable steps to securely destroy or de-identify it.

Although we take reasonable steps to secure your personal information, we exclude all liability (including in negligence) in connection with any unauthorised access to your personal information, except to the extent liability cannot be excluded due to the operation of statutory law.

## **Making a complaint**

If you think we've breached the Australian Privacy Act, or if you would like to make a complaint about the way we handle your personal information, you can contact us using the details below. Please include your contact details and describe your complaint. We'll acknowledge and respond to your complaint within a reasonable period of time. If you think we've failed to resolve your complaint, we'll provide you with information about what further steps you can take.

## **Our contact details**

For further information about our privacy policy or practices, to access or correct your personal information, or to make a complaint, please email us at [hello@neddsmilk.com.au](mailto:hello@neddsmilk.com.au).