

Privacy Policy

Short Summary

- We are committed to protecting and safeguarding your data privacy rights in line with our Privacy Policy.
- Our Privacy Policy explains what we do with your personal data, collected when you are signing up to our services [setting up account] or visiting our website.
- We have adopted the Australian Privacy Principles [APPs] contained in the *Privacy Amendment [Enhancing Privacy Protection] Act 2012* [Cth].
- The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your personal data. A copy of the APPs may be obtained from the website of The Office of the Australian Information Commissioner at oaic.gov.au
- For the purpose of applicable data protection under the legislation, Totemic Trading Company Pty Ltd [ACN 648 742 330] ["Totemic", or "us/we"] is the company responsible for your personal data.
- This Privacy Policy applies to the personal data on the Totemic website which is operated by Totemic.
- We may amend our Privacy Policy from time to time. This page will be updated with the changes as well as a summary as to what has changed.
- You have rights regarding your personal data, including seeing what data we access, and updating your information which are also outlined in our Privacy Policy. If you have any concerns or questions about any aspect of our Privacy Policy, please contact us at hello@totemic.com.au

1. Who is responsible for your data

This Privacy Policy applies to the personal data that Totemic collects and uses.

Totemic Trading Company Pty Ltd ACN 648 742 330 is a company registered in Australia at 16 Saunders Street, East Perth, Western Australia 6004 under the *Corporations Act 2001* [Cth]. References in this Privacy Policy to "we", "us" or "our" refers to Totemic Trading Company Pty Ltd.

We control the ways your personal data are collected and the purposes for which your personal data are used. We have adopted the Australian Privacy Principles [APPs] contained in the *Privacy Amendment [Enhancing Privacy Protection] Act 2012* [Cth].

The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your personal data. A copy of the APPs may be obtained from the website of The Office of the Australian Information Commissioner at oaic.gov.au

Our Privacy Policy refers to any personal data collected, used or stored through our website totemic.com.au ['Totemic website'].

2. Personal data we collect about you

We collect personal data from you when you use the Totemic website. We may also acquire personal data via third parties where you have consented to them sharing the data with us or from publicly available information. We do not buy personal data from third parties.

When using the term "personal data" in our Privacy Policy, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. Your personal data may include for example your name, your contact details, email addresses, telephone and mobile numbers or information on how you use the Totemic website.

3. How and why we use your personal data

We use your personal data for the following purposes and reasons:

a. To provide services to you and manage your account

When you choose to use the Totemic website, we will use the information you have given us to fulfil any services you have requested. This may include the fulfilment and mailing of physical goods you have ordered, taking and processing payment for services.

b. To communicate with you and manage our relationship with you

We may need to contact you by phone, email or text message for administrative or operational reasons. This may include confirming details of an order you have made or services you have requested, or notifying you of any unanticipated issues with our ability to fulfil our service to you. We may also email you to request your feedback on the services we have provided.

These communications are not made for marketing purposes and you will continue to receive them if you opt-out of marketing communications but continue to use the Totemic website.

c. To personalise your experience on the Totemic website

If you choose to create an account with us, or through the use of cookies [Section 6] we may personalise your experience on the Totemic website. This may include showing you information, products or services that you have expressed an interest in, purchased before, or are related to something you have done on the Totemic website previously.

d. To improve our services, fulfil our administrative purposes and protect our business interests.

Your information may also be used within our business to fulfil our accounting, billing, audit, fraud screening, safety, security and legal requirements. Your activity on the Totemic website may also be statistically analysed to help us operate the Totemic website more efficiently and effectively. No personal data is used in this statistical analysis.

e. To share news, updates and promotional offers with you - if you have consented

If you have consented to receiving marketing communications from us by marking a checkbox when signing up or as part of a checkout purchase, we may occasionally send you emails with news, updates and promotional offers. We will not send you these emails unless you have given your consent for us to do so, and all emails include an opt-out link to prevent future emails being sent to you. You may also email hello@totemic.com.au and request to opt-out.

We will not transfer or sell your personal data to third parties for the purposes of marketing.

f. As required by applicable law, legal process or regulation

There may be other legal or regulatory processes that require the use of your personal data that have not been explicitly documented here.

4. Access to your personal data

You may access the personal data we hold about you and to update and | or correct it, subject to certain exceptions. If you wish to access your personal data, please contact us at hello@totemic.com.au

We will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your personal data. In order to protect your personal data, we may require identification from you before releasing the requested information.

5. Security of your personal data

We are committed to taking appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing and against accidental loss.

As described in this Privacy Policy, we may in some instances disclose your personal data to third party data processors. Where we disclose your personal data to a third party, we require that third party to have appropriate technical and organisational measures in place to protect your personal data.

6. Cookies and other tracking technologies

In order to improve our services, to provide you with more relevant content and to analyse how visitors use the Totemic website, we may use technologies such as cookies, pixels or tracking software.

For example, we use software to monitor customer traffic patterns and website usage to help us develop the design and layout of the website in order to enhance the experience of the visitors to the Totemic website. This software does not enable us to collect any personal data. In addition, in order to understand how our customers interact with the emails and the content that we send, we may use pixels that allow us to know if the emails we send are opened or if the content of our emails is displayed in text or html form.

We may collect information about your computer, including where available your IP address, operating system, browser type, mobile phone operating system and other related details for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

We also use cookies in the Totemic website. Cookies are small pieces of information stored by your browser. You can set your browser to not accept store cookies, or delete specific cookies from the Totemic website. Using the Totemic website without the use of cookies may mean the Totemic website does not operate as intended and may lead to a degraded experience.

The Totemic website may also use third party cookies; in the case of third party cookies we will not attribute any personal data provided to us to these cookies.

7. Sharing your personal data

We do not disclose or sell your information to third parties for the purposes of direct marketing.

We are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions and other agreements, or to protect the rights, property, or safety of Totemic. This might include exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

8. Retention of your data

We will retain your personal data for as long as we need it in order to fulfil our purposes set out in this Privacy Policy or in order to comply with the law.

If you would like us to remove your data [except that which we must retain for legal and financial reasons], please let us know by contacting hello@totemic.com.au and we will remove it.

9. Updates to this Privacy Policy

We may make changes to this Privacy Policy from time to time and we will update the Totemic website to show the most recent Privacy Policy, including a summary of the changes.

10. Contact Information

Questions, comments and requests regarding this Privacy Policy are welcome.

Please contact:

Totemic Trading Company Pty Ltd
hello@totemic.com.au
T 1300 925 780 or +61 8 6245 9385