

Privacy Policy

ecoDynamics Group Pty Ltd (**ecoDynamics, we, us or our**) is committed to providing quality services to you and respecting your privacy. Our Privacy Policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

By providing your Personal Information to us, you consent to our collection, use and disclosure of your personal information in accordance to this Privacy Policy and any other arrangements that apply between us including our Website Terms and Conditions (Terms). Our Privacy Policy may change from time to time by publishing changes to it on our website.

Privacy Principles

We have adopted the Australian Privacy Principles (**APPs**) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.oaic.gov.au.

Personal information we collect and how we collect it

Personal information generally includes any information that can be used to personally identify you. The nature of the specific products and services we provide to you will determine the personal and other information we collect.

We may collect the following types of information from you:

- Name;
- Residential or business address;
- Email address;
- Post code;
- Credit card details (in very limited circumstances and only if you purchase products from us);
- Age and date of birth;
- Signature
- Telephone number and other contact details;
- Any other information that identifies an individual that may be required to be collected in the course of our services.

In some limited circumstances and with your express approval, some of our business divisions will store credit card information on our accounting software in order to charge your account for a scheduled future payment.

In some limited circumstances, our retail business division will retain and archive merchant transaction receipts from an EFTPOS terminal for small sales in accordance with banking procedures in case of a customer transaction query.

Otherwise, this Personal Information is usually obtained via our website (www.ecodynamics.com.au), and may be obtained in some cases from third parties. We collect your Personal Information for the primary purpose of providing our services to you, providing information to you and marketing to you.

We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by sending us an email to info@ecodynamics.com.au.

Use of personal information

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

We may collect, hold, use and disclose your Personal Information for the follow purposes:

- Provide you with news and information about our products and services or a third party business which we believe may be of interest to you;
- To assist in providing our products and services to you;
- Answer your questions and provide you with information or advice;
- To communicate promotional offers and special events;
- For our internal administrative, marketing, planning, product development and research requirements;
- To provide to third parties where you consent to the use or disclosure in the course of providing services to you;
- Comply with laws or regulations or to comply with any directions given by regulators or authorities; and
- Otherwise as permitted under the Privacy Act.

However, we may also use information for any other purpose for which the information was provided and for purposes reasonably related to that purpose.

Cookies, Tracking and Re-targeting Technologies

We obtain your Personal Information by using 'cookies'. A cookie is a small piece of data sent from our website and stored on your computer by your web browser. Cookies are used to enhance your overall experience by enabling our website to recognise you when you return, which allows us to personalise our content for you and to remember your regional and language preferences.

Some of our cookies are essential to allow you to access our website and use its features. We acknowledge that you may wish to disable come cookies. This can be done by changing your web browser settings.

In order for us to improve the way we provide and market our services to you, we seek to direct the content of our website to match your preferences as accurately as we can. We may use the following tracking technologies: Meta Pixel, Google Analytics and LinkedIn Insight Tag to recognise user preferences and particular popular areas of our websites.

We may also utilise retargeting technologies in order to direct our online marketing to you in a timely manner in line with your specific need and interests. Such technologies include but are not limited to Meta Pixel, Google Analytics and LinkedIn Insight Tag. These technologies are monitored and used when you visit other websites that function together with the providers of these retargeting technologies, to provide material most relevant to your needs.

When Meta Pixel, Google Analytics and LinkedIn Insight Tag technologies are used, cookies on the websites of others register your interest in our services. In the course of this process, your cookie identifiers may be used, however any such information provided to us will be done so anonymously and will have no connection to your name, address or any other identifying information. This is the case even if this information is already known to us (e.g. you are an existing customer), unless you have explicitly consented.

Further information about the above described re-targeting technologies and the associated processing of personal information can be found on the websites and privacy policies of the respective technology providers.

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained;
- For a secondary purpose that is directly related to the primary purpose; and
- With your consent; or where required or authorised by law.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances third parties may provide us with your Personal information. Where this happens we will take reasonable steps to ensure that you are made aware of the information that we have been provided.

Direct Marketing

We may use your personal information to advise you of new products and services offered by us or our retail brands, partners or suppliers via email, SMS, or regular mail. This may include product or service offerings, newsletters and general information about us.

This may take the form of emails or other forms of communication. You may opt-out of receiving these marketing materials at any time by sending us an email to info@ecodynamics.com.au or responding to correspondence at the relevant opt-out link.

We do not disclose your personal information to any other organisations for the purposes of direct marketing their products or services to you, unless you have expressly consented to that disclosure.

Security of Personal Information

We aim to store your Personal Information in a manner that protects it from misuse and loss and from unauthorized access, modification or disclosure. The method of data storage including Personal information varies depending on the system in use by the relevant division of the business. These systems include, but are not limited to customer relationship management (CRM) software, accounts software, emailing software and Excel databases stored in a combination of onsite servers, remote servers, cloud servers and specific hard-drives.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us by sending an email to info@ecodynamics.com.au.

We may charge an administrative fee for providing a copy of your Personal Information. In order to protect your Personal Information, we may require identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Customer Data Privacy Policy, please contact us by sending an email to info@ecodynamics.com.au.

Breaching the Policy

In the case of employees of Ecodynamics Group who are found to have breached this Policy, they may be subjected to disciplinary action in accordance with relevant Ecodynamics Group policies. The type and severity of the disciplinary action will depend upon the circumstances of the case and the seriousness of the breach. In serious cases, this may include termination of employment.

In the case of contractors or agents of Ecodynamics Group who are found to have breached this Policy may have their contracts with Ecodynamics Group terminated or not renewed.

Policy Review

ecoDynamics Group may make changes to this policy from time to time. The Policy is available on our website

Date of Issue	February 2023
Approved By	Dr Nicholas Somes ecoDynamics Group Director 