

THE FLOWER GROCER - PRIVACY POLICY

In this Privacy Policy *we, us* or *our* means Cherie Michele Zimmerle ABN 914 004 82 485 trading as 'The Flower Grocer'.

The Flower Grocer is committed to protecting personal information we collect from you in accordance with all legal requirements including but not limited to the Australian Privacy Principles (APP) and the Privacy Act 1988 (Cth) (Privacy Act).

Your personal information is important to us. We understand the importance of privacy and your right to control your personal information. We are dedicated to protecting your privacy at all times and we take this seriously.

Collection and use of personal information

The Flower Grocer only collects your personal information with your knowledge and consent. The information we collect about you when you purchase online (for example name, address, phone number and email address) is to ensure the accuracy of all processed orders. This information will not be sold however may be provided to third parties as detailed below.

Disclosure of Personal Information to Third Parties

By providing us with personal information, you consent to the disclosure of your personal information to third parties who reside outside Australia and acknowledge that we are not required to ensure that those third parties comply with Australian privacy laws.

We may disclose information to:

- Third party service providers for the purpose of enabling them to provide their services, including (without limitation), IT services providers, data storage, web-hosting and server data providers, debt collectors, maintenance or problem-solving providers, marketing or advertising providers, professional advisors and payment system operators;
- Our employees, contractors and/or related entities;
- Our existing or potential agents or business partners;
- Sponsors or promoters of any competition we run;
- Anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- Credit reporting agencies, courts, tribunals and regulatory authorities, in the event you fail to pay for goods or services we have provided to you;
- Courts, tribunals, regulatory authorities and law enforcement officers, as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights;
- Third parties, including agents or sub-contractors who assist us in providing information, products, services or direct marketing to you. This may include parties located, or that store data, outside of Australia; and

- Third parties to collect and process data, such as Google Analytics or other relevant businesses. This may include parties that store data outside of Australia.

Weblinks

The Flower Grocer website may contain links to other websites. Please note that The Flower Grocer is not responsible and does not have control over the conduct of other companies linked to our website. We strongly recommend that you read their privacy policies before providing personal information as their privacy policies may differ from ours. We are not responsible for the protection and privacy of any personal information which you provide whilst visiting those websites. Those websites are not governed by this Privacy Policy.

The Flower Grocer uses the information you voluntarily provide to tailor our site to your needs and preferences and to provide the on-line services you are requesting. The type of information we collect will vary with the services being sought and may include:

- Your name;
- Images of you;
- Your contact details, including email address, mailing address, street address and/or telephone number;
- Your marital status and/or anniversary;
- Your age/or date of birth;
- Your credit card details;
- Your demographic information, such as postcode;
- Your preferences and/or opinions
- Information you provide to us through customer surveys;
- Details of products and services we have provided to you and/or have enquired about, and our response to you;
- Your browser session and geo-location data, device and network information, statistics on page views and sessions, acquisition sources, search queries and/or browsing behaviour;
- Information about your access and use of our Site, including through the use of internet cookies, your communications with our Site, the type of browser you are using, the type of operating system you are using and the domain name of your internet service provider;
- Additional personal information that you provide to us, directly or indirectly, through your use of our Site, associated applications, associated social media platforms and/or accounts from which you permit us to collect information; and
- Any other personal information requested by us and/or provided by you or a third party.

If you simply wish to view pages on the Flower Grocer site or conduct transactions, you do not need to register for an account.

Security of information

The Flower Grocer has, with reference to the current privacy legislation and in particular the National Privacy Principles, created this Privacy Policy in order to underline our commitment to privacy. The Flower Grocer credit card information is among the most sensitive and important data that The Flower Grocer collects. The Flower Grocer operates secure servers to minimise the unauthorised use of such information. Credit card information that is transmitted via our secure servers is encrypted.

All reasonable steps are taken to ensure that all personal information is treated confidentially, kept secure and protected against unauthorised use.

Please be aware that the Internet is not a secure environment and when you provide us with information over the internet you do so at your own risk. We cannot guarantee the security of any information that is transmitted to or by us over the internet.

Remember to close your browser when you have finished your user session. You as an individual are responsible for the security and access to your own computer and are solely responsible for maintaining the secrecy of your username, passwords and any account information. Provision of details is entirely at your own risk and you indemnify us for any unauthorised use.

Cookies

We use “cookies” and other software tools to track your use of our website. Cookies are small pieces of information that are stored by your browser in your computer’s memory and they are used to record how you navigate our website on each visit.

Cookies and other tools that are used in any part of our website will be used for our internal management purposes including collating of statistics regarding website traffic.

Most browsers automatically accept cookies and other online tools in common use, but you can usually change your browser to prevent cookies being stored and to reject other tools our site may use. If and when you choose to provide our Site with personal information, this information may be linked to the data stored in the cookie. Providing data is at your risk.

The Flower Grocer will only send personal information about you to others when we have your consent to share the information or we need to share your information to provide the product or service you have requested.

Choice and Consent

Please read this Privacy Policy carefully. By providing personal information to us, you consent to us collecting, holding, using and disclosing your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect your use of this Site or the products and/or services offered on or through it.

You may choose to restrict the collection or use of your personal information. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by contacting us.

If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the following address: cherie@theflowergrocer.com.au We will take reasonable steps to correct any information found to be inaccurate, incomplete, misleading or out of date.

If you have received an email from us and you DO NOT wish to receive future emails, please email us at cherie@theflowergrocer.com.au requesting that you be removed from any future marketing emails.

Changes to this Policy

The Flower Grocer may change or amend this policy from time to time. Accordingly, we recommend that you check this page from time to time on our website in order to review the current policy.

Notices to Us

For any questions or notices, please contact our Privacy Officer at:

Cherie Michele Zimmerle trading as The Flower Grocer

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461 Ruthven Street

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EMAIL: cherie@theflowergrocer.com.au