

Privacy Policy

We are committed to protecting your Privacy in accordance with Australian Privacy Principles and privacy laws. We also recognise that when you choose to provide us information about yourself that you trust us to act responsibly and in your best interests therefore, we have the following policies in place to protect your personal information.

We encourage you to read this Privacy Policy, which forms part of our Terms and Conditions, carefully when using our Site or services or transacting business with us. By using our website, you are accepting the practices described in this Privacy Policy.

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

Information We Collect

The personal information that we collect and hold is the information that we require to enable us to process your transactions efficiently, analyse our website services, enable us to provide a higher level of customer service (which may include informative or promotional activities) and to enable us to operate our general business functions and activities.

The types of personal information we collect includes:

- information required to identify you such as your name, address, telephone number, email address, birth date, gender etc;
- What, how and when you buy from us or have expressed an interest in buying from us;
- Household details (e.g. number of people living at a household and their ages);
- Payment and transaction details/history;
- Details regarding participation in promotions and our other clubs and programs operated from time to time;
- Records of your communications and interactions with us; and
- Details/history of purchases, preferences, interests and behaviour relating to transactions, products, services and activity with our digital services.

We may also collect the following information/tracking data for statistical purposes to help us understand how to make our Site more available and user friendly for you and to measure the success of any advertising activities we may undertake:

- Your IP address;
- The date and time of your visits to our Site;
- Your clicks and activity on this site;
- The referring site if any through which you clicked through to our Site; and

- Technical information on your browser, device and operating systems.

We may not be able to provide our goods or services, or make offers to you without your Personal Information.

Where you provide us with Personal Information about someone else you must have their consent to provide their Personal Information to us based on this Privacy Policy

How we Collect this Information

We may collect your personal information when:

- You create an account or register with us;
- Make a purchase with us or place an order online;
- You interact or communicate with us;
- Conduct a transaction including making a non-cash payment, or registering for a service where we collect Personal Information;
- Participate in a promotion or competition;
- Post a review on our Site or social media pages;
- You deal with us in other ways involving a need for personal information to be provided such as contacting one of our call centres or bringing a claim against us;
- Otherwise use our related websites, apps, social media and other digital services.

We may also periodically obtain both personal and non-personal information about you from other business partners and other third parties. Examples of information that we may receive may include (but are not limited to) updated delivery and address information, purchase history, and additional demographic information etc.

We may also collect and store personal information about you from other people that are authorised to act on your behalf.

Why We Collect Your Information

The main reason we collect your information is so that we can provide you with our Goods, Services and to support our business functions.

The personal information we collect from you is used primarily for the following purposes:

- to manage requests for Goods and Services, including delivery, processing payments, providing refunds and discounts;
- to register and service your account, including keeping your information up-to-date, and verifying your identity;

- marketing and promotional purposes;
- to communicate with you about our Goods, Services, and your purchases;
- to comply with our legal obligations;
- to receive feedback from you and respond to any questions, queries or concerns of yours;
- to perform administrative functions;
- to improve our operational processes to enhance your customer experience;
- for business improvement purposes; and
- to investigate fraud or other unlawful activities.

Storing Your Information

We will take all reasonable steps to ensure that your information held by us is accurate up-to date, complete, applicable, is not misleading and will only be used for the purposes stated in this Privacy Policy. We will maintain security safeguards to protect your information and will take all reasonable steps to ensure that your information is not disclosed to any unauthorised person or entity.

We retain your personal data for as long as is necessary with regard to the purposes for which it was collected or required by law.

Securing Your Information

We take appropriate security measures (including physical, electronic and procedural measures) to help safeguard your personal information from unauthorised access and disclosure.

When making a transaction through this website your information will pass through a secure server using SSL (secure sockets layer) encryption technology. The encryption process ensures that your information can not be read by or altered by outside influences.

We want you to feel confident using our Site to transact business. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information, searches, or other communications will always remain secure

Information We Release and Sharing of Information

We will only release information about you as authorised by yourself, required by law or where required in order for us to provide Goods or Services to yourself e.g to third party suppliers, or delivery companies.

Where personal information is supplied to such third parties the information provided will only be sufficient for the third party to perform their services and may not be used by them for any other purpose.

We will not release your information for any purpose which you could reasonably expect us not to release the information.

We do not share your personal information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

- Authorised service providers
We may share your personal information with authorised service providers that may be performing certain services on our behalf. These services may include fulfilling orders, processing credit card payments, delivering packages, providing customer service and marketing assistance, performing business and sales analysis, supporting our website functionality, and supporting contests, sweepstakes, surveys and other features offered through our Site. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- Affiliates
When you make purchases or engage in promotions offered through our Site or our Services, we may share personal information with the businesses with which we partner with or are affiliated with who to offer you those products, services, promotions and/or contests.
- Other Situations – We may also disclose your information:
 - (a) in response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency, or to establish or exercise our legal rights, or to defend against legal claims or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us; or
 - (b) when we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing, or to protect and defend the rights, property or safety of our company, our users, our employees, or others, or to comply with applicable law or cooperate with law enforcement, or to enforce our Site's Terms and conditions or other agreements or policies.

Except as detailed above we do not share, give, sell, rent, or lease information to third parties and your personal information will only be disclosed to those employees within our organisation who have a need to know in order to ensure you are provided with information about our products and Services or to request Goods and Services through our Site.

How You Can Access or Correct Your Personal Information

Under privacy laws, you can ask to see any information we may hold about you and you also have the right to have any inaccuracies in the same corrected by us. We will comply with any such requests to the extent required by privacy laws within fourteen (14) days of the receipt of your request. Your request can be made following the contact details below.

We will provide you with access to any of your personal information we hold (except in limited circumstances recognised by law). If you wish to access your personal information or have an enquiry about privacy, please contact us at (02) 9644-0000 or by emailing us at enquiries@dailyfresh.com.au.

Alternatively, you can write to us at:

353 Chisholm Road,
Auburn NSW 2144

Before we provide you with access to your personal information we may require some proof of identity. We may charge a reasonable fee for giving access to your personal information if your request requires substantial effort on our part.

It is your responsibility to ensure that the information you provide to us is accurate, complete and current. You control the information you provide to us and you can correct or update any information you choose to provide to us. If you want us to correct our records simply tell us what needs to be changed and why.

Your Choice about Collection and Use of Information

You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our Site, being unable to use our Services, purchase Goods or services from us, participate in a contest, promotion or survey, ask a question or provide feedback or initiate other transactions on our website.

Cookies

Our website uses a technology called cookies (a small element of data that our Site may send to your computer) that may be used to provide you with specific information for the purpose of us tracking site usage and traffic. These cookies do not read your hard drive but may be stored on your hard drive to enable our website to recognise you when you return to the same.

The cookie assists us in maintaining the continuity of your browsing session (e.g. to maintain a shopping cart) and remembering your details and preferences when you return.

Cookies may be arranged by us or by others under an arrangement with us, such as companies whose business it is to analyse information. We may also access information from cookies set by others.

The information collected through these technologies may be used by us to improve and customise your experience on our Site.

By using the Site and agreeing to this policy, you grant us permission to place and store cookies on your browser. Cookies may be used by us to collect the following information:

- your computer's operating system;
- your computer's browser type and capabilities;
- your computer's Internet Protocol (IP) address and geolocation;
- web pages visited, including how you were referred to each web page; and

- web page usage statistics, including the time spent on each web page.

You may delete or decline cookies by changing your browser settings. (Click "Help" in the toolbar of most browsers for instructions.) If you do so, some of the features and services of our Site may not function properly.

Update and Changes

This privacy policy is current at the date below.

We will occasionally update this Privacy Policy to reflect changes in our practices and services. We recommend that you check our website from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

We reserve the right to update or change this privacy policy from time to time in our discretion.

Mailing Lists

If at any time you are on a mailing list of ours then you may request to be removed from the same and we will comply with your request if there is no unsubscribe button provided then please contact us with your request using the "Contact Us" section of this website.