



# Real Brazil – Sunshine Coast

## *Privacy Policy*

**Real Brazil** is dedicated to keeping your details private. Any information, we collect in relation to you or your child is kept strictly secured. The purpose of our Privacy Policy is to advise what information is collected when you visit our site, how this information is used and stored and whether it is disclosed.

We encourage you to familiarize yourself with this Privacy Policy and welcome your feedback and questions.

### *INFORMATION WE COLLECT*

We may collect and hold a range of different information about you; information can be categorized under ‘Non-personally identifiable information’ and ‘Personally identifiable information’ as described below.

#### *Non-personally identifiable information*

Whenever you use our website, or any other website, the computer on which the web pages are stored (the Web server) will automatically record non-personally identifiable information. For us, this data includes:

- Your IP address
- Your general geographic location
- Your browser and device type
- The pages you visit on our website
- The time spent on those pages and the actions you take within our site.

#### *Personally identifiable information*

You can visit our website without disclosing any personally identifiable information to us. However, if you purchase from us or choose to provide your personal information to us via a form, we will collect and store this information

The types of personally identifiable information we collect and store can include:

- Your name
- Your child's name
- Your address and contact information
- Medical details for your child
- Records of your communication and interaction with us
- Previous purchases you have made.

If you do not provide certain requested personal information to us, we may not be able to provide you with the full and appropriate extent of our services.

We do not keep a record of the IP addresses from which users access our site except where you have specifically provided us with personal information, in which case we also record your IP address for security purposes. An example of this would be when proceeding to a checkout to finalize an order you may wish to make. After completing the form provided, your IP address will be stored along with a transaction number that allows us to track your order.

### **HOW WE COLLECT THIS INFORMATION**

#### **Personally identifiable information**

We may collect your personal information in several ways, including when you:

- Fill out a form on our website
- Log in to our website
- Make a purchase from us
- Contact Head Office
- Interact with us on social media.

## **HOW WE USE THIS INFORMATION**

We use your information for a range of different purposes, including:

- To improve our website and services to you
- To provide our services and products
- To identify and deliver your orders
- To communicate with you about, or market, our services, products, special offers, news, competitions and more
- To personalise your experience with our brand.

We may also use your information so that our related entities or commercial partners can promote and market products, services and special offers that will be of interest to you.

You may unsubscribe from our marketing communication at any stage by contacting us via the details at the bottom of this page.

## **HOW WE STORE YOUR PERSONAL INFORMATION**

We may store your personal information in hard copy or electronic format at our Head Office, or at the premises of our trusted services providers.

All information will be kept strictly secured and you can rest assured that the privacy of you and your child is of paramount importance to us.

We protect your personal information by:

- Restricting access to personal information
- Maintaining technology products to prevent unauthorised access.

When purchasing from Real Brazil your financial details are passed through a secure, however, important to acknowledge that no data transmission over the internet can be guaranteed as completely secure and we cannot guarantee the security of any information (personal or other) you transmit to us.

Real Brazil will not be liable for any breach of security or unintended loss or disclosure of information through our website.

## USE OF COOKIES

Real Brazil uses the following cookies when you visit our website:

- Site functionality cookies – these cookies allow you to navigate the website, log in and purchase.
- Site analytics cookies – these cookies allow us to measure and analyse how our customers use our site.
- Advertising cookies – these cookies are used to deliver marketing and advertising materials that are relevant to you. These advertisements are often delivered through a third-party. For example, we may use Google's remarketing service to target our ads to you based on your prior use of our website when you visit other sites in Google's network.

## REVISIONS TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time and so we encourage you to check this page when you visit our site. We will always update the date at the top of this page to notify you of when the latest amendments were made. This Privacy Policy discloses the practices regarding the information collected by or on behalf of Real Brazil - this applies to the information collected via our websites.

This Privacy Policy is not intended to limit our obligations in relation to the handling of personal information under the Privacy Act 1988 (Commonwealth) and other applicable laws. We are committed to the protection and privacy of all individuals using our website and aim to ensure our policy meets all relevant legal requirements to maintain your privacy.

This policy outlines how and the purposes for which Real Brazil will collect, use, store and disclose personal information. It also outlines the rights of individuals to access the information we hold and to update or correct the information and the process followed to handle complaints.

## CONTACTING US

Individuals may ask questions about privacy and the way we manage personal information or to gain access to their personal information by contacting us.

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