

Privacy Policy

We at Ellis Outdoor Living, respect your concerns about privacy. It is a serious matter to Us. This Privacy Policy applies solely to information we obtain through the website on which a link to this Privacy Policy appears (“Site”). This Privacy Policy describes the types of information we obtain through the Site, how we may use the information, with whom we may share it and the choices you may have regarding our use of the information. We also describe the measures we take to safeguard the information and tell you how to contact us about your information and our privacy practices.

We respect your rights to privacy under the *Privacy Act 1988 (Cth)* (Act) and we comply with all the Act’s requirements in respect of the collection, management, and disclosure of your personal information.

Information We Obtain

We may obtain the following categories and types of personal information when you choose to provide it through our Site:

- **Contact information** – such as your name, postal address, email address and telephone number.
- **Payment details**, if you purchase products from us.
- **Site information** – personal information you provide on or through our Site.

We generally collect personal information so that we can provide our products to you and to ensure that you have access to information about our products and services. We will collect your personal information directly from you.

In addition, when you visit our Site, we may collect certain information by automated means, such as cookies and web beacons. The information we obtain in this manner may include IP address, browser characteristics, device characteristics, operating system, language preferences, referring URLs, information on actions taken on our site, and dates and times of website visits. All of these purposes serve to improve and personalise your experience on our Site, to determine which areas and features of our Site are most popular, and to make improvements and updates to enhance the Ellis Outdoor Living website experience. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. Through these automated collection methods, we obtain “clickstream data,” which is a log of content on which a visitor clicks while browsing a website and other actions taken on such website. As the visitor clicks through the website, a record of the action may be collected and stored. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types

of cookies. Please note, however, that without cookies you may not be able to use all the features of our Site.

An example of such third party is Google Analytics, which we use to collect and analyse demographic and other information, and through which Google will collect certain information to be used according to Google's privacy practices. You may also restrict or disable the use of cookies through your web browser. Each type of web browser offers ways to restrict and delete cookies.

How We use the information

We obtain We use the information we obtain through the Site to:

- To provide products to you.
- respond to and communicate with you about your requests, questions, and comments.
- To manage payments for products purchased.
- To verify your identity
- To provide you with marketing and promotional material regarding our products and services, including newsletters. You may request to stop receiving direct marketing communications by contacting us or by opting out using the opt-out function provided in the direct marketing communications. Please understand that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions, and communications with Us.
- To seek feedback from you and perform market research from time to time.
- For our general business operations, such as business record maintenance and legal compliance.
- To engage in any other activities where required or permitted by law or by your given consent.

By providing us with your personal information, you consent to us using your personal information for these purposes.

We may receive testimonials and comments from users who have had positive experiences with our Services. We may publish such content. When we publish this content, we may identify our users by their first name. We obtain the user's consent prior to posting this information along with the testimonial.

Information We share with third parties.

We do not sell or otherwise share personal information about you.

We share personal information with third parties who perform services on our behalf. These third parties are not authorised by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution, bankruptcy or liquidation).

Your options

We offer you certain choices about how we communicate with you and what information we collect from you. To update your preferences, ask us to remove your information from our mailing lists or submit a request, please contact us. We will endeavour to respond to your request to access, update or delete your information as soon as practicable.

Data security

We take reasonable steps to protect your personal information from misuse, interference and loss as well as unauthorised access, modification or disclosure; however, due to the inherent open nature of the Internet, we cannot guarantee that all information will be free from unauthorised access by third parties, such as hackers, and your use of the Site demonstrates your assumption of this risk.

We do not store credit card details.

Data retention

We will only retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including for satisfying any legal, accounting or reporting requirements or to comply with our data retention practices.

Updates to our Privacy Policy

This Online Privacy Notice may be updated periodically. We will post a prominent notice on our Site to notify you of any significant changes to our Privacy Policy and indicate at the top of the notice when it was most recently updated.

How to contact us

If you have any questions about this Privacy Policy, or if you would like us to update information, we have about you or your preferences, please contact us by email or write to us at

The Manager

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