

# PRIVACY POLICY

## AURA WATER PTY LTD



This Privacy Policy applies to all personal information collected by Aura Water Pty Ltd ("Aura Water") in the course of its normal business activities.

### 1. What is "personal information"?

The **Privacy Act 1988** (Cth) (**Act**) defines "personal information" as meaning information or an opinion about an identified individual or an individual who is reasonably identifiable:

- (a) whether the information or opinion is true or not; and
- (b) whether the information or opinion is recorded in a material form or not.

If information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "personal information" and will not be subject to this privacy policy.

You should be aware that the **Privacy Act** contains certain exemptions which may impact upon our privacy obligations. For example, employee records are generally exempt from an organisation's obligations under the Act. This exemption does not, however, permit us to use personal information contained in employee records for purposes not connected with the employment relationship. Employee records remain confidential.

### 2. What information do we collect?

The kind of personal information that we collect from you will depend upon precisely what services you acquire from us. The personal information which we collect and hold about you may include your name and address, banking details and/or location details.

### 3. How we collect your personal information

We will generally collect personal information from you when you provide us with information in the course of your routine dealings with us. By voluntarily providing us with information about yourself, you are consenting to our use of that data in the manner described in this policy. Where reasonable and practicable to do so, we will collect your personal information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party. If we collect personal information from you via our website, we may use digital cookies to remember your preferences and collect online traffic data and browsing characteristics. Internet cookies are small strings of text placed on users' hard drive during the data exchange that happens when a browser points to a website. The browser stores the message in a text file which is sent back to the server each time the browser requests a page from the server. Cookies and other information collection technologies can only store information that is explicitly provided by the user or visitor in the first place, or information which is already known to the website such as your IP address. You can choose to adjust your browser to reject cookies or to notify you when they are being used, bearing in mind that rejecting cookies can result in a loss of some website functionality.

### 4. Purpose of collection

The purpose for which we collect personal information is to provide you with the services you are seeking from us. We do not collect personal information which is not required in order to provide such services.

We may have cause to disclose personal information to our service providers who assist us in operating our computer systems. Your personal information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties. In the event that we outsource part of our infrastructure, it is possible that the entity we engage for this purpose may also have access to your personal information.

Subject to the foregoing, we only use your personal information in a manner consistent with the original purposes of collection or as otherwise permitted by the Australian Privacy Principles.

If you use our services, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected such information direct from you, and if it is material of a type which you would reasonably expect to receive from us. We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature. An alternative means of opting out is to contact us as set out below and simply request that you receive no further such communications.

### 5. Access and correction

Australian Privacy Principle 12 permits you to obtain access to the personal information we hold about you in certain circumstances, and Australian Privacy Principle 13 allows you to correct inaccurate personal information subject to certain exceptions. If you wish to seek access for this purpose, please contact us as set out below.

### 6. Complaint procedure

If you have a complaint concerning the manner in which we maintain the privacy of your personal information, please contact us as set out below. All complaints will be considered by our privacy administration team, and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner or seek independent legal advice.

### 7. Overseas transfer

Your personal information will not be disclosed to recipients outside Australia unless you expressly request us to do so. If you request us to transfer your personal information to an overseas recipient, the overseas recipient will not be required to comply with the Australian Privacy Principles, and we will not be liable for any mishandling of your information in such circumstances.

### 8. GDPR

In some circumstances, the European Union and United Kingdom General Data Protection Regulation ("GDPR") provides additional protection to individuals located in Europe or the United Kingdom as the case may be. Where this is the case, there may be additional rights and remedies available to you under the GDPR in the event that your personal information is handled in a manner inconsistent with that law. You should ask us or seek independent legal advice if you believe you may fall into this category.

### 9. Amendments to this policy

We reserve the right to change and modify this privacy policy at any time without prior notice. Your continued use of our services following the posting on our website of changes to these terms means you accept these changes. You will always have access to the most recent policy on our website.

### 10. How to contact us about privacy

If you have any queries, or if you seek access to your personal information, or if you have a complaint about our privacy practices, you can contact us on: [hello@aurawater.co](mailto:hello@aurawater.co)