

## **Retail Systems Group (Ali Baba) Privacy Policy** **Updated: July 2019**

Retail Systems Group Pty Ltd (ABN: 38 611 699 499) is governed by the Australian Privacy Principles (APPs) under the Privacy Act 1988 with respect to collection, use and disclosure of personal information. Additionally, Retail Systems Group follows the APP guidelines provided by the Office of Australian Information Commissioner. Personal Information, which you provide to us through dealing with our customer service team including contact details, will be kept, used and disclosed by us in accordance with Retail Systems Group's Privacy Policy.

### **KINDS OF PERSONAL INFORMATION WE COLLECT**

The majority of the information that we collect will be collected with your explicit consent, such as ` Additionally, we will from time measure click streams, which are the paths that a user takes when navigating a website and the internet in general. When you visit our website, we may record the following information for statistical purposes:

- the user's server (IP) address and machine name;
- the date and time of visit to the site;
- the top-level domain name;
- the pages accessed and documents downloaded;
- the previous site or page visited;
- search terms used; and
- the type of browser used.

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally, we may collect certain information from you, including your name, billing address, shipping address, email address, and phone number.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Contact Information.

## WHAT DO WE DO WITH YOUR PERSONAL INFORMATION?

If we ask for your personal information for whatever reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no. If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, or for the continued collection, use or disclosure of your information, at any time, by contacting us. When you browse our website, we also automatically receive your computer’s internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system. With your permission, we may send you emails about our store, new products and other updates.

We use the Device Information that we collect to help us screen for potential security risk (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Use of this information may also be used for remarketing, that serves you with relevant advertisements once you have left our site, either on other websites, or potentially even social media platforms (Facebook, Instagram etc).

## DISCLOSURE

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

## THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

## COOKIES

Cookies are very small text files that are stored on your device’s hard drive when you visit websites. We use first-party cookies and third-party cookies for the purpose of web functionality, web statistics and advertising. Some cookies are vital in order for the website to function properly. The cookies keep track of your settings and make your shopping experience more convenient by e.g. by recognizing your device and remembering your preferences and settings. Cookies are also used to collect usage data such as duration of session, pages viewed, if a transaction was made or demographic data such as origin, gender and age. This information is used for analytical purposes and enables us to

create the best shopping experience for you. The cookies we use do not collect any information that can be used to track or identify individuals.

## UPDATES, CHANGES AND OTHER ISSUES

We reserve the right to modify this privacy policy at any time, so please review it when visiting our site. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. If our Site is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you. If you would like to access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please contact our Privacy Compliance Officer at [marketing@retailsystemsgroup.com.au](mailto:marketing@retailsystemsgroup.com.au).

## ULTIMATE REWARDS

Our website offers you the opportunity to subscribe to our Ultimate Rewards program. The Ultimate Rewards allows you to be rewarded for your purchases with our loyalty program. For every \$15 that you spend at any Ali Baba store in Australia, you will earn \$1 Ali Baba Dollar.

By signing up to our Ultimate Rewards program, we will send you information about our products periodically. To receive this newsletter, we require a valid email address. We will review the email address you provide for the purpose of determining whether you are in fact the owner of the email address provided or whether the actual owner of said address is authorized to receive the newsletter. When subscribing to our newsletter, we will store your IP address as well as the date and time you subscribed. This serves to protect us in the event a third party improperly and without your knowledge makes use of your email address to subscribe to our newsletter. We will not collect any other data. The data thereby collected is used solely for the purpose of receiving our newsletter. No data is transferred to third parties. Nor is any of this information matched to any information that other components of our website may collect. You may cancel your subscription to the newsletter at any time. You will find additional details in the email confirming your subscription as well as in each newsletter.

## SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We also use Google Analytics to help us understand how our customers use the Site—you can read more about how Google uses your Personal Information

here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- FACEBOOK – <https://www.facebook.com/settings/?tab=ads>
- GOOGLE – <https://www.google.com/settings/ads/anonymous>
- BING – <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us: [marketing@retailsystemsgroup.com.au](mailto:marketing@retailsystemsgroup.com.au).