



Privacy Policy

At Ricky Richards, there's a reason we collect data from our customers. We want to ensure you have the best experience possible, every time you purchase from us online.

The information we may collect could include your name, delivery address or contact details. It could also include any information we collect when you visit our website or apps. These details help us complete a transaction with you, make our advertising more relevant and tailor your purchasing experience.

We won't use your data to fill your inbox with irrelevant or unwanted spam or sell your data to anyone else.

Keeping your personal information safe and secure is our priority.

You also have rights. So if you want to access your data or provide feedback on how we're using your personal information, please email us at privacy@rickyrichards.com.au.

Collection of information

1. Personal information is information that identifies you or from which you may reasonably be identified. The types of personal information that Ricky Richards may collect about you includes:

- name, gender, date of birth;
- contact details, including personal and business addresses, email addresses and telephone numbers;
- details about your purchases and orders from us and your product and services preferences;
- employer or business details;
- digital information, such as cookies, pixels, software versions used, device identifiers (like IP address), location data (where available and not disabled by the user), dates, times, file metadata,

referring website, data entered, and user activity such as links clicked app installations, app launches, adding items to a basket, adding items to a wish list and making purchases;

- financial information, including bank account details and credit card details, and information about your credit history;

2. The main ways we collect personal information from you are:

- if you purchase or order any product from us;
- if you access our website or digital applications (for example, our website), including by the use of cookies (which are small data files transferred onto devices when a website is accessed) and pixels (which 'tag' devices), which may track what you view on our website or apps and also other websites that you visit. Cookies and pixels may also come from third party services (such as Facebook) for the purpose of collecting data to enable website or app performance measurement and personalised advertising;
- if you interact with Ricky Richards via social networking services;
- if you subscribe to any of our mailing lists or use any of our online applications;

3. We may also collect personal information about you from:

- publicly available sources, including from Australian Government agencies such as the Australian Securities and Investments Commission, internet search platforms and social media platforms, such as Facebook;
- any person authorised to act on your behalf or authorised to provide your personal information to Ricky Richards;
- credit reporting bodies and other credit providers, or any other type of credit account with Ricky Richards;
- anyone sharing information with us for loss prevention and/or law enforcement purposes;
- any persons you nominate, if you submit an employment application to us; and

Use and disclosure of personal information

4. We use and disclose your personal information in connection with carrying on our business, including to provide products and services to you.

5. Ricky Richards may use your personal information:

- to charge you for products we provide to you and to prepare invoices and sales records for such purchases;

- to deliver our products and services to you;
- to consider feedback and complaints that you may make to us;
- to provide refunds and exchanges;
- to promote and advertise our products and services (including by including your feedback in our advertising);
- to personalise advertising and content displayed to you (including advertisements served to you on or via third party websites or platforms such as Facebook);
- to monitor our sales of products and services and for quality control purposes, including undertaking customer surveys and analysis, or seeking feedback from customers;
- to undertake data processing, data analysis, market research or trend analysis;
- to monitor and measure the use of our websites or mobile applications, including web-based referral channels, data entered and user activity such as links clicked;
- to assist us to develop and deliver new products and services;
- to assess any application that you make to us for a credit account, of any nature;

6. We work with a number of third parties in carrying on our business and may disclose your personal information to:

- third parties who provide services to Ricky Richards in connection with our business operations, undertaking data monitoring or data analysis activities, monitoring trends in customer preferences or transactions and the operation and maintenance of our website, as well as our online services or online applications;
- credit reporting agencies and other credit providers, to assist in assessing any application that you make to us for a credit account, of any nature;
- Ricky Richards professional advisers, where required to enable any such adviser to provide services to Ricky Richards;
- third parties necessary to assist us in investigating and preventing any potential, suspected or actual breaches of law or fraudulent activities;
- third parties who we share information with for loss prevention and law enforcement purposes, in investigating and preventing any potential, suspected or actual breaches of law or fraudulent activities;

- law enforcement agencies, government agencies or other third parties, where required under or authorised by law (for example, to comply with a subpoena, a warrant or other order of a court or legal process);

Marketing and advertising

7. Generally, we will provide direct marketing to you where you have requested or consented to receiving such information. You can opt out of receiving direct marketing communications from Ricky Richards by using the opt out link or details provided in the direct marketing communication or in the case of online advertising, by managing your preferences in digital platforms such as Google or Facebook.

8. The third parties we engage to assist us in marketing and advertising may use cookies (that is, small data files transferred onto devices when a website is accessed) and other technologies, such as pixels, to obtain information about your preferences when you access online platforms or websites other than the Ricky Richards website. Your preferences collected in this manner may be disclosed to us. You can also manage your preferences in relation to online targeted advertising directly through digital platforms such as Google or Facebook.

9. We may collect, use or disclose information about you in order to combine the information that we hold about you with information about you collected from or held by other trusted partners or from public sources. We may do this to enable us to derive insights about you. This includes being able to better understand your preferences and interests, personalise your experience, enhance the products and services you receive, and to tell you about products and services that may be of interest to you. We may also use trusted service providers to undertake the process of creating these consumer insights.

Security and storage

10. Ricky Richards will take reasonable steps to protect the security of your personal information that we hold, including both paper and electronic records. We have security measures in place to attempt to reasonably protect personal information under our control from misuse, interference, loss, unauthorised access, modification or disclosure. For example, Ricky Richards seeks to ensure that personal information in paper form is held securely and personal information held electronically by or for Ricky Richards is held on secured servers in controlled facilities.

11. No data transmission over the internet can be guaranteed to be secure. As a result, Ricky Richards cannot ensure or warrant the security of any personal information transmitted by you to Ricky Richards over the internet.

Use and disclosure of personal information

12. You have the right under applicable Australian privacy legislation to request access to, and correction of, personal information about you held by Ricky Richards, at no cost to you. Requests should be made as set out under the heading “How to contact Ricky Richards” below.

13. Ricky Richards may require you to verify your identity at the time you request access to, or correction of, your personal information so that we can ensure your personal information is disclosed only to you.

14. Ricky Richards will respond to any requests for access or correction within a reasonable time, but in any event by no later than 30 days after the date you make the request.

15. If Ricky Richards refuses to provide you with access to the personal information held about you, or if Ricky Richards refuses to correct that information, we will provide reasons for such refusal. If you object to the refusal, you may make a complaint in the manner indicated under the heading “Questions and complaints” below.

Questions and complaints

16. If you have a question or complaint about this policy, Ricky Richards collection of your personal information or the way in which Ricky Richards deals with your personal information, this should be directed to Ricky Richards via email to Privacy@rickyrichards.com.au using the contact details set out under the heading “How to contact Ricky Richards” below.

17. We will promptly investigate any complaint you make to us and attempt to resolve that complaint. If you are not satisfied with Ricky Richards proposed resolution of your complaint, or if we do not respond to you within 30 days of the date you make the complaint, then you may contact the Office of the Australian Information Commissioner to resolve that complaint:

Office of the Australian Information Commissioner
Website: www.oaic.gov.au
Phone: 1300 363 992

Accessing links

18. Ricky Richards website may contain links to other websites. If you access any third party website from Ricky Richards website, personal information about you may be collected by that third party website. Ricky Richards is not responsible for ensuring the protection of any of your information collected from any such third party website. Ricky Richards encourages you to be aware of when you leave our website and to read the privacy policies for every third party website that you access.

How to contact RICKY RICHARDS

19. You can contact us in writing or by email as set out below:

Ricky Richards (Sales) Pty Ltd
16 Park Road,
HOMEBUSH NSW 2140
AUSTRALIA
Email: privacy@rickyrichards.com.au

Changes to this policy

20. Ricky Richards may update this policy from time to time. We may let you know of significant changes to this policy by posting a notification on our website. The current version of this policy will always be available on our website.