

LUXFEEL FLOORING PTY LTD

Privacy Policy

When you visit or make a purchase from <https://www.luxfeel.com.au/> (the "Site") we may collect, use and share personal information from you as described in this Privacy Policy below.

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect 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 a unique anonymous 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.

When we talk about "Personal Information" in this Privacy Policy, we are talking about both Order Information and Device Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

Any Order Information that we collect is used to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, the Order Information is used to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address). More generally we also use Device Information to improve and optimise 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).

SHARING YOUR PERSONAL INFORMATION

As described above, we share your Personal Information with third parties to help us use your Personal Information. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here:

<https://www.shopify.com/legal/privacy>. Google Analytics helps 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 opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

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

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. Further information on how targeted advertising works is available by visiting the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/howdoes-it-work>.

You can opt-out of targeted advertising by using the links below:

- 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>

You can also 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

It is important to note 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're 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 to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests as listed above. It's important to note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When an order is placed through the Site, we will retain your Order Information for our records unless and until you ask us to delete it.

CHANGES

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

MINORS

The Site isn't intended for or targeted at individuals under the age of 18.

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 by e-mail at info@luxfeelflooring.com.au or by mail using the details provided below:

Luxfeel Flooring
[Re: Privacy Compliance Officer]
Luxfeel Flooring