



Aussie Farmers Direct

Privacy Policy





Privacy Policy

Introduction

Stay in Bed Milk & Bread Pty Ltd ACN 115 166 982 trading as Aussie Farmers Direct (AFD), like many companies in Australia, is bound by the National Privacy Principles set out in the Privacy Act 1988 (Cth) and the Privacy Amendment (Private Sector) Act 2000.

AFD is committed to adopting the highest standards in order to safeguard and protect your privacy and personal information. Accordingly, AFD's collection, use and disclosure of your personal information is set out below. By providing your personal information to AFD you consent to AFD using your personal information in accordance with this Privacy Policy.

What Personal Information Does AFD Collect And Why?

AFD collects personal information about you in order to provide you with its core products and service being 100% Australian made and owned home delivered groceries, as well as a range of additional goods and services forming part of the ongoing growth and expansion of our business.

The personal information you provide to AFD will enhance the service AFD provides to you as well as the additional products and services that AFD offers you, as it allows AFD to tailor products and services to you, and update you when AFD introduces new products and services.

The type of personal information AFD collects may includes your name, address, telephone number, email address, financial information, information on products and services you use, and personal preferences. This information assists AFD in sourcing new business partners and providing you with products and services that you are interested in and that suit your needs.

How AFD may use your Personal Information

The personal information you provide to AFD may be used for a number of purposes connected with its business operations, including:

- a) accepting and arranging for payment of your product orders;
- b) contacting and providing you with information concerning:
 - I. - AFD's weekly specials;
 - II. - existing and/or new and additional products and/or services; and
 - III. - charitable initiatives that AFD is involved with, supporting or organising;
- c) providing your details to your local AFD franchisee to enable them to better provide AFD's goods and/or services to you, and to keep you informed of any local and/or charitable initiatives your local AFD franchisee may be operating, supporting or participating in;
- d) contacting and providing you with information concerning products and/or services offered by AFD's business partners;
- e) dealing with any requests, enquiries or complaints you may have;



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- f) carrying out market and product analysis and marketing AFD's business partner's products and services generally;
- g) registering your details and allocating or offering you rewards, discounts or other benefits and fulfilling any requests or requirements you may have in respect of any loyalty or reward programs (and other similar schemes) offered by AFD and/or AFD's business partners;
- h) providing your details to AFD's business partners to enable them to provide goods or services to you or to update you in relation to products or services provided by them; and
- i) carrying out any activity in connection with a legal, governmental or regulatory requirement on us or in connection with legal proceedings, crime or fraud prevention, detection or prosecution.

AFD will not use your information for purposes other than as described above unless AFD has your consent or there is specified law enforcement or public health and safety reasons.

Sharing your Personal Information

AFD may disclose or receive personal information or documents about you:

- a) to or from credit providers or credit reporting agencies for the purposes permitted under the Privacy Act;
- b) if compelled by law;
- c) to or from AFD's agents or any company within the AFD group for purposes that are related to providing you with AFD's service which would be reasonably expected; and
- d) to or from AFD's partners who have contracted with AFD to keep the information confidential, or who are subject to obligations to protect your personal information.

Unless you consent, AFD will not disclose your personal information to third parties other than as set out in this policy.

Security of your Personal Information

AFD will take reasonable steps to ensure that the personal information it collects uses or discloses about you is accurate, complete, up-to-date and stored in a secure environment protected from unauthorised access, modification or disclosure.

Upon your request, AFD will provide you with access to the personal information of yours it holds, except in certain prescribed circumstances such as emergency situations, law enforcement purposes and to protect the public's (or an individual's) health and safety.

How to contact us

If you have any queries or concerns, please contact AFD at enquiries@aussiefarmers.com.au