

Privacy Policy for Poppin' Flowers

1. Introduction

This Privacy Policy explains how Poppin' Flowers ("we," "our," or "us") collects, uses, and protects the personal data of our customers ("you," "your"). We are committed to safeguarding your privacy and ensuring that your personal data is handled in compliance with applicable privacy laws, including the Australian Privacy Act 1988.

By using our services or visiting our website www.poppinflowers.com.au, you agree to the terms of this Privacy Policy.

2. Data We Collect

We may collect the following types of personal data from you:

- **Contact Information:** Name, address, email address, and phone number.
- **Payment Information:** Bank account or credit card details.
- **Subscription Preferences:** Information about your bouquet size, delivery schedule, and preferences.
- **Technical Data:** IP address, browser type, and device information when you use our website.
- **Communication Data:** Any correspondence you have with us, including email inquiries or feedback.

3. How We Use Your Data

Your personal data is used for the following purposes:

- To process and deliver your orders and subscriptions.
- To manage your account and communicate about your membership.
- To send marketing materials (if consent is provided).
- To improve our website and services through analytics.
- To comply with legal obligations and prevent fraud.

4. Legal Basis for Processing

We process your personal data on the following legal bases:

- **Contractual Necessity:** To fulfill our agreement with you (e.g., delivering your subscription).
- **Legal Obligation:** To comply with applicable laws and regulations.
- **Legitimate Interests:** To improve our services and ensure secure transactions.
- **Consent:** For direct marketing communications, when you have provided your consent.

5. Sharing Your Data

We do not sell your personal data. However, we may share your data with:

- **Service Providers:** Third-party companies that assist in delivering our services (e.g., payment processors, delivery partners).
- **Legal Authorities:** When required by law or to protect our rights.
- **Analytics Providers:** To analyse website traffic and improve our services.

All third parties are contractually obligated to protect your data and use it only for the specified purposes.

6. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Payment information is retained only as long as necessary for transaction processing and legal compliance.

7. Your Rights

You have the following rights regarding your personal data:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Update or correct inaccurate data.
- **Deletion:** Request the deletion of your data, subject to legal obligations.
- **Objection:** Object to the processing of your data for marketing purposes.
- **Data Portability:** Receive your data in a structured, commonly used format.
- **Complaint:** Lodge a complaint with the Office of the Australian Information Commissioner (OAIC) if you believe your rights have been violated.

To exercise your rights, please contact us at info@poppinflowers.com.au.

8. Data Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, misuse, or alteration. This includes encryption, secure servers, and regular system monitoring.

9. Cookies and Tracking Technologies

Our website uses cookies to enhance your browsing experience. These cookies help us analyse website traffic and tailor content to your preferences. You can manage cookie preferences through your browser settings.

10. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy as necessary to reflect changes in our practices or legal requirements. We encourage you to review this policy periodically. Significant updates will be communicated to you via email or our website.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or how your data is handled, please contact us:

Poppin' Flowers
22 Pembroke Street, Bicton 6157 WA
Email: info@poppinflowers.com.au
Phone: **+61 481949980**

Date: 01-01-2025