



PRIVACY POLICY

This Privacy Policy has been published to provide a clear and concise outline of how and when personal information is collected, disclosed, used, stored and otherwise handled by Eve's Better Bake Pty Ltd (ACN 163 912 016) ("**Eve's Better Bake**").

Eve's Better Bake abides by the *Privacy Act 1988* (Cth) ("**Act**") and the Act's *Australian Privacy Principles* in relation to disclosure, use and storage of personal information.

1. Collection of Personal Information

Personal information is information or details provided in connection with an individual's or entity's identity. The nature of personal information collected by Eve's Better Bake generally but not exclusively comprises an individual's or entity's name and contact details (including address, phone and e-mail). Such personal information is collected for the purposes of providing the individual or entity with marketing material and to enhance and develop the relationship with that individual or entity.

Eve's Better Bake will destroy personal information when it is no longer required or if requested to do so.

Eve's Better Bake will generally collect personal information from the individual or entity directly when that individual or entity subscribes to the Eve's Better Bake newsletter, submits a survey to Eve's Better Bake or sends an inquiry to Eve's Better Bake.

2. Use & Disclosure of Personal Information

Eve's Better Bake will use and disclose your personal information for the purpose for which the personal information was initially collected.

Eve's Better Bake may also use that personal information for a purpose related to the initial purpose of collection if that other purpose would be within your reasonable expectations (e.g. for purposes relating to the marketing of Eve's Better Bake products).

Eve's Better Bake will not use or disclose your personal information for any other purposes without first obtaining your express or implied consent, unless disclosure of the information is required by any law or regulation.

3. Direct marketing

From time to time Eve's Better Bake may use your personal information to identify offerings which may be of interest to you through Eve's Better Bake.

If you do not wish to receive direct marketing information, you can contact Eve's Better Bake by email on info@evesbetterbake.com.au, and Eve's Better Bake will take immediate steps to ensure that you do not receive any direct marketing information in the future.



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4. Personal Information Quality

Eve's Better Bake's objective is to ensure that all personal information collected by Eve's Better Bake is accurate, complete and up-to-date. To assist Eve's Better Bake in achieving its objective, please contact Eve's Better Bake if any of your details change. Further, if you believe that the information Eve's Better Bake holds is not accurate, complete or up-to-date, please contact Eve's Better Bake in order to have the information corrected.

5. Personal Information Security

Eve's Better Bake is committed to keeping your personal information secure, and they will take all reasonable precautions to protect your personal information from unauthorised access, loss, misuse or alteration.

Your personal information may be stored in hard copy documents, or electronically on Eve's Better Bake's software or systems used by Eve's Better Bake.

Eve's Better Bake maintains computer and network security using passwords to control and restrict access to authorised staff for approved purposes.

6. Access to Personal Information

You may request access to personal information Eve's Better Bake holds about you. All requests for access are to be made via email to info@evesbetterbake.com.au.

Eve's Better Bake will acknowledge your request within 14 days, and access will usually be granted within 14 days, or if it is more complicated, 30 days. Eve's Better Bake will inform you if this timeframe is not achievable.

A fee may apply to such access in the event that the request for access is onerous or time consuming.

7. Removal of Personal Information

If at any stage you would like your personal information removed from Eve's Better Bake's database, please send the request via email to info@evesbetterbake.com.au, and the information will be deleted accordingly.

8. Disclaimer

Any information sent to Eve's Better Bake via the internet is sent at your own risk. Eve's Better Bake shall not be held accountable for the privacy practices of other websites which appear as links on Eve's Better Bake website, or to links to Eve's Better Bake websites from other websites. The Eve's Better Bake website may contain links to other sites which may be located within or outside of Australia. This privacy policy does not apply to any sites which are not controlled or operated by Eve's Better Bake.



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9. Changes to This Policy

Eve's Better Bake may change this policy from time to time for any reason and will update the policy accordingly.

10. Site Visit information

Eve's Better Bake or its agents or service providers make a record of your visit and log information such as your server address, your top level domain name (eg. .com, .gov, .au, .uk etc.), the date and time of your visit to this website, the pages you access and documents you download, the referring site and the type of browser used. This information is anonymous and is only used for statistical and website development purposes. No attempt will be made to identify users or their browsing activities except, in the unlikely event of an investigation, where a law enforcement agency may exercise a warrant to inspect the web server's logs.

11. Complaints

If you believe that your privacy has been infringed, you are entitled to complain. All complaints should initially be in writing and directed to info@evesbetterbake.com.au. Eve's Better Bake will respond to your complaint as soon as possible, within 14 working days, to let you know who is responsible for managing your query. Eve's Better Bake will try to resolve the complaint within 30 working days. When this is not possible Eve's Better Bake will contact you to provide an estimate of how long it will take to handle the complaint.

If you believe Eve's Better Bake has not adequately dealt with your complaint, you may complain to the Australian Information Commissioner whose contact details are as follows:

Officer of the Australian Commissioner
Level 3, 175 Pitt Street
Sydney, NSW 2000
(02) 9284 9749
<http://www.oaic.gov.au/>