

Latte Cartelle Privacy Policy 2016

What we do with your info!

Latte Cartelle Pty Ltd ACN 108 380 847 (referred to as "we", "us" or "our") and its' related entities are committed to protecting the privacy of Personal Information in accordance with the *Australian Privacy Principles*. This Privacy Policy sets out the way we handle Personal Information and includes information on how we collect, use, disclose, keep secure and provide you with access to your Personal Information, whether provided to us via our stores, head office, this website or other means.

"Personal Information" means any information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained from the information or opinion. Your name, address, date of birth, gender, home address, email address, telephone number and employment details are examples of Personal Information. Personal Information may also include information we may collect about your individual preferences.

Collection of Personal Information by Latte Cartelle

We will only collect Personal Information from you that we reasonably require for one or more of our business functions or activities, and will do so in accordance with the *Australian Privacy Principles*.

The kinds of Personal Information we may collect from you will depend on what type of interaction you have with us. However, it may include, among other things:

- Personal Information you provide us when you participate in a promotion, including our Thanks A Latte[®] Reward Club, competition, promotional activity, survey, market research or customer behavioral activity, subscribe to our mailing list or interact or follow our social media pages including Facebook, Twitter and Instagram. This information may include, for example, your name, postal address, email address, telephone number, date of birth, age and occupation;

If we engage third party contractors to perform services for us which involves handling Personal Information, we will take reasonable steps to prevent the contractor from using the Personal Information except for the purpose for which it was supplied.

How we store your Personal Information

Where we store your Personal Information depends on what interaction you have had with us. However, some areas may include:

- Databases for processing customer enquiries or feedback; or
- Email or SMS databases for marketing communications.

We take reasonable steps to protect your Personal Information from loss and unauthorised access. Unfortunately no data transmission over the Internet is guaranteed to be completely secure. Accordingly, although we strive to protect such information, we do not warrant the security of any information you transmit to us or from our online services and you use these services at your own risk.

If a substantial data breach has or may have occurred (for example, your Personal Information was shared with unauthorised persons) we will notify you as soon as is practicable and the Office of the Australian Information Commissioner about that actual or possible breach.

We only keep your Personal Information for as long as it is required for the purpose for which it was collected or as otherwise required by law. We will take appropriate measures to destroy or permanently de-identity your Personal Information if we no longer need to retain it. These measures may vary depending on the type of information concerned, the way it was collected and how it was stored.

How your Personal Information will be used

We collect your Personal Information so that we can use it for our functions and activities and provide products and services to you, which include, among other things:

- administering and responding to your enquiry or feedback about our products;
- conducting, and allowing you to participate in, a promotion, competition, promotional activity, survey or market research;
- promoting and marketing current and future products and services to you, informing you of upcoming events and special promotions and offers and analysing our products and services so as to improve and develop new products and services;
- assisting you with remembering and re-ordering from our menu in future;

If Latte Cartelle uses or discloses your Personal Information for the purposes of direct marketing, you may request not to receive direct marketing communications from us or our related entities. We will stop sending direct marketing communications to you within a reasonable period after your request is made (usually within 5 business days from receiving your request).

Disclosure of Personal Information to third parties

We may disclose Personal Information we collect from you:

- to our related entities, suppliers, consultants, contractors or agents for the purposes set out in the section above or for other purposes directly related to the purpose for which the Personal Information is collected;
- to relevant federal, state and territory authorities for the purpose of investigating a food safety or health issue
- where the law requires or authorises us to do so (whether in Australia or overseas);
- to others that you have been informed of at the time any Personal Information is collected from you; and
- with your consent (express or implied) to others.

Access to Personal Information and Correction

We aim to ensure that any information we obtain from you is accurate. You can request access to your Personal Information or advise us of any required correction and information which you believe to be inaccurate by forwarding a request to privacy@lattecartelle.com.au

To ensure the integrity and security of your Personal Information, Latte Cartelle will only disclose such Personal Information if our internal procedures are satisfied. To make a request to access Personal Information we hold about you, please contact us in writing. We will require you to verify your identity and to specify what information you require. We may charge a fee to cover the cost of verifying the application and locating, retrieving, reviewing and copying any material requested. If the information sought is extensive, we will advise the likely cost in advance and can help to refine your request if required.

If you have any concerns regarding our Privacy principles and the information we hold about you, please write to us at

Membership Privacy Manager
Latte Cartelle Pty Ltd
5a Hartnett Close
Mulgrave Vic 3170

Or email,

privacy@lattecartelle.com.au