

## Privacy Policy

At Baby-Vac Australia, we take your privacy, and security seriously. We are committed to complying with the Australia Privacy Act 1988.

The purpose of our Privacy Policy is to outline the personal information collected by us, and the use of this information. This Privacy Policy applies to Baby-Vac Australia websites, apps, social media and all services. Personal information means information or opinion about an identified individual, or individual who is partially identifiable in with section 6 of the Australia Privacy Act 1988.

### 1. What we will use information for

By providing your personal data, you agree that, where it is permitted by the Australian Privacy Act 1988 or where you have expressly agreed to receive these communications from us, we may use the information to/for:

- respond to enquiries;
- improve our service offerings;
- improve our consumer communications;
- provide you with helpful information, news and updates;
- notify you of our new products and services;
- seek your views on our products and services;
- consider your application for employment;
- our own administrative and quality assurance purposes; and
- other purposes that may be detailed on this website.

In using your personal data, we follow the following principles:

(i) Limitation

Baby-Vac Australia will only collect personal data about you that is necessary for one or more of our legitimate business purposes or is required by law. In addition, we will only collect personal data by lawful and fair means and not in an unreasonably intrusive manner.

(ii) Purpose

When Baby-Vac Australia collects your personal data, we will take reasonable steps to advise you of what personal data we are collecting, the purposes for which we are collecting the information and will use such information only for stated primary or related secondary purposes.

(iii) Disclosure

We will advise you of the organisations (or types of organizations) to which we may normally disclose that personal data, and we will provide you with contact information in the event you would like access to your personal data we hold about you or need to update your personal data or preferences.

### 2. What Information we collect and store

Individually identifiable information – The information we collect does depend on the purpose(s) for which we have collected it. We may ask for:

- Name
  - Contact details
  - Personally, identifiable information
  - The history of your interactions with us
  - Your preferences, interests, behaviour related to transactions, products, services and activities on our website.
- In the event you do not provide access to requested Personal Information to us, we may not be able to provide you with access to and use of the Site, provide you with access to our other products and services, or to fulfil one or more of our functions and activities applicable to you.

Non-identifiable information is data that is not labelled with an individual's identity, or by which no specific individual can be identified. When you access our site, our systems may automatically record non-identifiable information that your browser sends. This data may include:

- Your IP addresses
  - Browser type
  - Web pages you access while visiting our site
  - Time spent on those pages, items, and information searched on our site, access time, date, and other statistics
- The data is collected for analysis and evaluation in order to help us improve our site and the services and products provided.

### 3. How we collect your information

There are numerous ways in which we collect your information:

- (i) – Directly from you, including but not limited to:

- Browse our site
  - Save an item
  - Register on our site
  - Log into the site once registered
  - Make a purchase from us
  - Contact our customer service team, either about an order or product
  - Click on Baby-Vac Australia banners, hyperlinks or plugins
  - Interact with us on social media
  - Have a conversation with our team
- (ii) – from third parties such as our related entities, business or commercial partners
- (iii) – Publicly available sources for information
- (iv) – through online services such as those stated in clause #

#### **4. How we share your data with others**

##### **(i) Affiliates**

We may disclose personal data to our affiliated companies for the purposes described in this Privacy Policy. (ii)

##### **Third Parties**

Baby-Vac Australia may use third parties to provide services to us which may require disclosure of your personal data. If we allow a third party to have access to your personal data, they will only be permitted access for purposes that are consistent with this privacy policy and will be required to protect your personal data in accordance with all applicable data protection laws.

##### **(iii) Law enforcement**

In certain circumstances, we may be called upon to release your personal data in response to a court order, subpoena, search warrant, law or regulation. We plan to cooperate in responding to such requests, taking appropriate measures to ensure that the requester understands the sensitive nature of the personal data that they may receive. We also reserve the right to cooperate with law enforcement authorities in investigating and prosecuting users who violate our rules or engage in behaviour that is illegal or harmful to individuals or the personal data we are responsible for.

##### **(iv) Product reports**

If you contact us regarding your experience in using one of our products, we may use the information you provide as necessary in submitting a complaint or adverse event reports to local and international health or pharmaceutical regulators, and as otherwise required of us by law.

##### **(v) Corporate transactions**

We may disclose your information to a third party in connection with a corporate reorganisation, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock, including in connection with any bankruptcy or similar proceedings.

#### **5. Cookies and other technology**

Baby-Vac Australia uses a variety of technologies to assess how our sites are used, to personalise your experience and to deliver online content tailored to your interests, such as internet tags and cookies. Cookies are small text files that are placed on your computer or other web-accessing devices by our websites. These cookies allow us to distinguish you from other users of this website, and to enhance this website and your experience when you browse this website.

##### **Cookies**

We collect information about your use of this website through cookies and similar technology. Cookies are small text files that are placed on your computer or another web-accessing device by this website that allow us to recognize you and maintain your preferences when you return to our website. Cookie technology collects data, which does not include personally identifiable information, but which reflects your activities on the website and helps us to customize our website experience and anticipate what may be of interest to our users, by monitoring traffic in popular areas and modifying the services and information to meet customer demand.

We use the following types of cookies:

- First-party cookies – cookies set by the website displayed in the browser window – identified by the domain name in the address bar of the browser window.
- Session cookies – cookies that expire at the end of a browser session, starting with the time when a user opens the browser window, and finishing when the user exits the browser.
- Persistent cookies – cookies that ‘persist’ (are stored) in the device after the end of a browser session and therefore can allow the preferences or actions of the user to be remembered when they return to the website.

We use cookies on this website to:

- direct users to the relevant sections on the website;
- make sure the website has a consistent look across different browsers and devices;
- enable complex areas of the website to function; and
- track aggregated statistics about visits to the website to help us improve website performance.

These are the specific cookies we use on this website, with information on how they function:

Google Analytics	Tracking code does not collect personally identifiable information but establishes anonymous identification in order to differentiate new visitors from returning ones, along with other information.
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We do not allow other websites or third parties to use our cookies for their own purposes on your computer when you visit our website.

## **Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies. The information generated by the cookie about your use of this website is generally transferred to a Google server in the United States and stored there. Because we have activated "internet protocol anonymization" on this website, Google shortens your IP address at a point within the European Economic Area before transfer to the United States. This means that the full IP address will only be transferred to Google in the United States only in exceptional circumstances for shortening there.

Google will use the received information to evaluate your use of this website for Biogen, to compile reports on website activity, and to provide other services related to website usage and internet usage. The IP address provided by your browser as part of Google Analytics will not be merged with any other Google data.

How can I control the cookies that you use on this website?

Most web browsers allow control of cookies through the browser settings. You can set your browser to notify you when you receive a cookie, which will enable you to decide if you want to accept it or not. However, if you do not accept a particular cookie, certain elements of the website may not function correctly or completely.

You can prevent Google from collecting and processing your data (including your IP address) related to your use of this website, by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

If you do not allow any cookies from our website, some functionalities and content may be affected and may not work properly.

To find out more about cookies, including how to see what cookies have been set and how to delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **Changes to the Cookies Policy**

We may update the Cookies Policy for our website. We, therefore, recommend that you re-read this policy every time you access our website so that you are adequately informed about how and why we use cookies.

### **6. Security**

We want your personal data to remain as secure as reasonably possible. We will maintain the levels of protection of your personal data in accordance with data protection laws and use all available technical resources to prevent the loss, alteration and unauthorized access or processing of your data. The security measures we use to protect all personal data are designed to meet or exceed industry standards to prevent intruders from gaining access, however you should be aware that no security measure is guaranteed to be 100% secure and you should always take appropriate security measures to protect your personal data, including ensuring that you have up-to-date antivirus software.

### **7. Age policy**

Baby-Vac Australia website's content and services are intended for users over the age of 18. The website is not designed to attract users under this age. If we learn that someone under 18 has volunteered personal data to us on this website, we will delete such information from our active databases.

### **8. Contact Us**

If you have any concerns about the way your personal data has been collected or handled by Baby-Vac Australia, or any queries regarding this privacy statement or would like to exercise your rights as outlined above, you can contact our customer support service at [info@babyvac.com.au](mailto:info@babyvac.com.au).

### **9. Changes in our Privacy Policy**

We will only use personal data in the manner described in the Privacy Policy in effect when the information was collected from you. However, we reserve the right to change the terms of this Privacy Policy at any time (for example due to changes in data protection laws) by posting revisions to this website. We will take adequate and reasonable action to obtain your consent is required, because of any such change.