

## **The Laser Co Pty Ltd. Privacy Policy**

**Updated 24<sup>th</sup> May 2018**

**In this policy, "we", "us" and "our" refer to The Laser Co Pty Ltd.**

Protecting your privacy is important to us. We strive to keep your personal information confidential. By ensuring that you are aware of and understand our Privacy Policy, we can provide you with better service. Please take a moment to read the following policy to learn how we handle your personal information.

### **Why do we collect personal information?**

The Laser Co Pty Ltd collects and uses your personal information in order to fulfil orders and deliver our products to you. In addition, we use your personal information to give you superior customer service, to provide you with convenient access to our products and services, to make a wider range available to you, and to keep you up to date on our latest relevant offers and new updates.

### **How we collect personal information**

When you visit our website, we may collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device.

Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect your personal information about you in several ways. When you submit a request for a quote through our website contact forms, when you e-mail us directly, or when you sign up for our 101 guide PDF. This data may include your name, address, phone number, email address. We use this information to fulfil your orders and to deliver marketing messages via e-mail (if opted in).

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>

When you place an order through with us, we will maintain your Order Information for our records unless and until you ask us to delete this information.

### **Providing your personal data to others**

We may disclose your personal data to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes, and on the legal bases, set out in this policy. Our group of companies can be found at [www.thelaserco.com](http://www.thelaserco.com) [www.thenorthwoodco.com](http://www.thenorthwoodco.com) [www.everyothersunday.com](http://www.everyothersunday.com)

Financial transactions relating to our website and services are handled by our payment services providers, eWay, Paypal, Afterpay, Shopify, Direct Bank Deposits. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices at <https://www.eway.com.au/legal>, <https://www.paypal.com/au/webapps/mpp/ua/privacy-full>, <https://www.afterpay.com/en-AU/privacy-policy>, <https://www.shopify.com/legal/privacy>,

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

### **Third Party Websites**

Our website may contain links to other sites, we do not share your personal information with those websites third party websites will have their own privacy practices on their website.

If you have not given us permission to communicate with you, you will not be contacted, nor will we use your personal information in a new manner.

### **Your rights**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

### **Advertising**

This website may use cookies, tracking pixels and related technologies. Cookies are small data files that are served by our platform and stored on your device. Cookies may also be used to track how you use the site to target ads to you on other websites.

### **Changes**

Our Privacy Policy is subject to change at any time. We encourage you to review this regularly for any changes.

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [hello@thelaserco.com](mailto:hello@thelaserco.com)