

Privacy Policy

Last Updated: 30th June 2025

At **Allmakes Pty Ltd T/A Brandworx Australia**, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit and interact with our online store, powered by the Jim2Commerce platform.

This policy complies with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**, as well as applicable international laws, including the **General Data Protection Regulation (GDPR)**.

1. Collection of Personal Information

We may collect personal information from you when you:

- Register for an account
- Place an order or make a payment
- Subscribe to marketing or communications
- Contact our customer service team

The types of personal information we may collect include:

- Full name
- Email address
- Phone number
- Billing and shipping address
- Transaction and purchase history
- IP address and browser/device data (via cookies)



2. Use and Disclosure of Personal Information

We use your personal information to:

- Provide and manage our products and services
- Process payments via the secure HappenPay gateway (PCI compliant)
- Communicate with you regarding orders, updates, and support
- Improve website performance and user experience
- Send promotional emails about new products, special offers, or other updates using the email address you provided
- Comply with legal obligations

We do **not** sell your personal information to third parties. Personal data may be disclosed to trusted service providers involved in delivering our services under strict confidentiality obligations.

Links to Other Websites

Our website may contain links to other websites of interest. However, once you leave our site, we do not have control over those websites. Therefore, we are not responsible for the protection and privacy of any information you provide while visiting such sites. You should review the privacy policy applicable to the relevant third-party website.

3. Use of Cookies

Our website uses cookies to:

- Maintain secure user sessions
- Remember login preferences
- Analyse website traffic and user behaviour

Cookies help provide a more personalised and efficient experience. You may adjust your browser settings to refuse cookies; however, this may impact certain features of the site.



4. Data Security and Encryption

We take reasonable steps to protect your personal information from misuse, loss, unauthorised access, modification, or disclosure. Our security measures include:

- SSL encryption across all site pages
- Secure checkout using HappenPay
- Advanced Access Control Lists (ACL)
- Strong password policies and Multi-Factor Authentication (MFA)
- Honeypot anti-spam technology
- Cross-Site Request Forgery (XSRF) protection
- Azure App Gateway and Web Application Firewall (WAF v2)
- Hosting on Microsoft Azure with compliance to ISO 27001, HIPAA, FedRAMP, SOC 1 & 2
-

5. Customer Data Rights

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete information
- Request deletion of your personal data
- Withdraw consent for data processing
- Lodge a complaint with a regulatory authority

Requests can be submitted using the contact details provided below.

6. Data Retention

We retain your personal information only as long as necessary to fulfil the purposes for which it was collected or as required by law. Once no longer needed, we securely delete or anonymise your information.



7. Your Consent

By using our website and services, you consent to the collection and use of your personal information as described in this policy. Where legally required, we will obtain your explicit consent before collecting or using certain personal data.

8. Complaints and Enquiries

If you have any questions, concerns, or complaints regarding your personal information or this policy, please contact us at:

Allmakes Pty Ltd T/A Brandworx Australia

PO Box 143, Port Kembla NSW 2505

Phone: +61 2 4276 1181

Email: info@brandworx.com.au

We treat all enquiries seriously and aim to respond promptly.

We may update this Privacy Policy periodically. The most recent version will always be available on our website and will include the date of the latest revision.

