

Creative Kids Supplies Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from www.creativekidssupplies.com.au (the "Site"), for the purpose of this policy document, we are referred to as "Creative Kids Supplies" or "We".

Open & transparent management of personal information

Creative Kids Supplies has made this Privacy Policy available to individuals upon request and/or if required. This policy is available free of charge in the following formats: written or electronic.

When you visit the Site, we automatically 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 Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, product preferences and purchases, email address, and phone number. We refer to this information as "Order Information." Online payments are processed through PayPal, and we do not receive or store your PayPal login or credit card information at any point in the purchase.

MailChimp and privacy consent

To provide our Creative Kids Club e-Newsletter we use MailChimp, which provides online tools that can be used to create, send, and manage emails. MailChimp may collect personal information, such as distribution lists, which contain email addresses, and other information relating to those email addresses. For further

information about the type of personal information MailChimp collects, refer to the [MailChimp Privacy Policy](#).

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

Anonymity & Pseudonymity

Creative Kids Supplies will not collect, store or monitor any personal information about an individual without their expressed or implied consent. Personal information is required for the purposes of establishing a relationship with our customers, providing and marketing our goods and services to customers and receiving payment for the same.

Collection of solicited information other than sensitive information

If personal information concerns particular beliefs or backgrounds, it is considered to be of a sensitive nature. Such information may include:

- Racial background
- Political opinions and political party memberships
- Religious or philosophical beliefs
- Trade union affiliations or membership
- Sexual preferences
- Criminal record
- Health record

Creative Kids Supplies does not collect sensitive information.

Dealing with unsolicited personal information

Should Creative Kids Supplies receive personal information, and did not solicit the information, we will decide if the personal information would have not been collected normally, the information will be de-identified and destroyed.

Notification of the collection of personal information

In the majority of cases, we will require you to specifically consent to any collection, use or disclosure of your personal information by Creative Kids Supplies. Your consent may be requested in writing or verbally; expressed or implied.

Use & Disclosure of your personal information

Creative Kids Supplies uses the personal information we collect so that we may continue to conduct our business of providing ongoing products and services. The personal information you provide may be utilised at a later date to allow us to market direct to yourselves, information about our additional products and services offered by Creative Kids Supplies, we will not give your details to another party

without your consent. We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you; Screen our orders for potential risk or fraud; and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Security of personal information

Creative Kids Supplies ensures that your information is secure by protecting it from unauthorised access, modification and disclosure. We maintain physical security over our paper and electronic data stores and premises, such as locks and security systems. We also maintain computer and network security; for example, we use firewalls and other security systems such as user identifiers and passwords to control access to computer systems.

We keep personal information only for as long as is reasonably necessary for the purpose for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.

Data Retention

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

Correction of personal information

We will also correct, amend or delete any personal information that we agree is inaccurate, out-of-date, incomplete, irrelevant or misleading or if an individual requests Creative Kids Supplies to correct the information.

To update details of your personal information, please contact us at info@creativekidssupplies.com.au

Contact Details

If you have any queries regarding the collection, use or storage of your personal information under this Privacy Policy, please contact us on:

info@creativekidssupplies.com.au

Changes to Privacy Policy

Creative Kids Supplies may make changes to this Privacy Statement from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. We will publish those changes on our website.