



## **PRIVACY POLICY**

At Vagabond Moto, we hold your privacy and the security of your personal information in the highest regard. Therefore, this privacy policy provides a clear and detailed explanation of the methods by which Vagabond Moto collects, utilizes, and safeguards the personal data of our customers. This policy is designed to ensure transparency and trust, demonstrating our unwavering commitment to protecting your privacy rights and maintaining the integrity of your personal information. We retain the right to modify this policy at any moment, and any changes will be documented accordingly in this policy.

### **1. APPLICABILITY**

This Privacy Policy governs the handling of personal information by Vagabond Moto and applies to information collected both directly through customer interactions, such as account registration and service usage, and indirectly via technologies like cookies and analytics tools.

This policy is designed for all customers of our services, including individuals within and outside of Australia.

Under this policy, we adhere to the Australian Privacy Principles (APPs) which set the standard for how personal information should be handled.

### **2. PURPOSE**

The primary aim of this policy is to clearly describe how we collect, use, and manage personal data. It explains the types of information we gather, how it is used, with whom it is shared, and the rights and choices available to our users. This document also details our commitment to safeguarding personal information and outlines how users can reach us with any privacy-related inquiries or concerns.

### **3. COLLECTION OF INFORMATION**

This section of the privacy policy describes the various types of information we may collect, including but not limited to:

#### **3.1 Personal information**

- a. **Name:** This is the basic identifier used to personalize your interactions with the customer. It is essential for communication and service delivery.
- b. **Contact Details:** This typically includes email addresses, phone numbers, and sometimes mailing addresses. These details are crucial for direct communication, sending updates, marketing materials, or responses to inquiries.

### 3.2 Demographic information

- c. **Postcode:** This helps in understanding the geographical distribution of customers and can be used for marketing strategies.
- d. **Preferences and Interests:** These are gathered to tailor products, services, and promotions to each customer's tastes and needs, enhancing customer experience and increasing the effectiveness of targeted marketing campaigns.

### 3.3 Financial information

- e. **Financial:** This relates to customer orders including their payment method, and identifying payment information.

### 3.4 Other relevant information

- f. **Customer Surveys:** These are used to collect specific insights from customers about their experiences, expectations, and satisfaction levels.
- g. **Social network data:** This includes permissions and user information from other networks, provided you log onto our website using one of social media sites.
- h. **Mobile device information:** This includes device ID, model and location, if you use our website by accessing it through your mobile phone.

## 4. USAGE OF COLLECTED INFORMATION



This section of the privacy policy discusses how the collected information may be used, including but not limited to:

- a. **Improving products and services:** Personal and survey data help us understand the needs and preferences of our customers, allowing for better tailoring of their offerings.
- b. **Marketing:** Information like demographic details and personal interests allows for more effective segmentation and targeting in marketing campaigns.
- c. **Customer support:** Contact information is crucial for resolving queries and offering support efficiently.
- d. **Legal compliance:** In some cases, collecting personal information is also a matter of legal necessity for compliance with regulations.

## 5. DISCLOSURE OF INFORMATION

Typically, your information remains within our database. However, there may be circumstances under which your information might be shared, including but not limited to:

- a. When mandated by legal requirements, such as for fraud prevention.
- b. With third-party service providers involved in payment processing.
- c. With your permission, for marketing initiatives.
- d. When you leave comments on our website.
- e. With your permission, with our advertisers, affiliates, and partners

## 6. SECURITY MEASURES

We limit access to your personal and sensitive information, permitting disclosure only to individuals and entities legally authorized to facilitate the provision of our products and services. We uphold robust physical, electronic, and procedural safeguards to protect your personal information.

We have established comprehensive data security and privacy protocols, incorporating physical, organizational, and technological strategies to safeguard our data and shield it from unauthorized access, disclosure, and misuse. Moreover, our data protection approach is grounded in the following principles, which are integral to our privacy and security policies, processes, and procedures:

- a. Data must be processed fairly and lawfully.
  - b. Data is to be used solely for clearly defined and lawful purposes.
  - c. Data collected should be adequate, relevant, and not excessive for its intended purposes.
  - d. Data must be accurate and, when necessary, updated regularly.
  - e. Data should be retained only as long as necessary.
- Data processing must respect the rights of the data subject.
- Data must be securely maintained.

## 7. USE OF COOKIES

This section of our privacy policy elaborates on the use of cookies.

### 7.1 Cookies and browsing experience

Cookies are small text files placed on your device by our website. They play a vital role in enhancing and personalizing your browsing experience on our website in several key ways:

- a. **Traffic Analysis:** Cookies help us analyze web traffic patterns to our site. This data is crucial for us to understand visitor behaviors and trends, allowing us to improve site design and content.
- b. **Content Tailoring:** By remembering information about your preferences and interests, cookies enable us to tailor our website content specifically to you. This personalization makes your browsing experience more relevant and enjoyable.
- c. **Personalized Features:** Cookies facilitate personalized features such as staying logged into the website, remembering your site preferences, and providing a seamless experience across multiple visits.

## **7.2 Managing Cookies**

While most web browsers automatically accept cookies to provide a better user experience, you have full control over this process. You can choose to adjust your browser settings to decline cookies if you prefer.

## **7.3 Impact of Disabling Cookies**

It is important to note that altering the cookie settings on your browser might affect the functionalities available on our website. Disabling cookies can lead to a less streamlined experience, with certain features, such as automatic logins and other personalized services, potentially becoming unavailable. If you choose to block cookies, you may need to manually adjust some preferences every time you visit the site.

## **7.4 Consent and Choices**

We recommend allowing cookies to take full advantage of the features and services we offer. However, we respect your privacy and provide clear options to manage or decline cookies, ensuring you can make informed choices about your data.

## **8 LINKS TO EXTERNAL WEBSITES**

While navigating our website, you may encounter links to external sites of interest. It is important to note that we do not have control over the content or privacy practices of these websites. Therefore, we encourage you to review the privacy statements of any external sites you visit.

## **9 ACCESSING, CORRECTING AND DELETING YOUR INFORMATION**

### **9.1 Your Rights**



You have the fundamental right to access, correct, or delete any personal information that we hold about you. We are committed to ensuring that your information is accurate and up-to-date.

## **9.2 How to Exercise Your Rights**

If you believe that any information we possess is incorrect or incomplete, please reach out to us at [info@vagabondmoto.com.au](mailto:info@vagabondmoto.com.au). We will promptly review your request and make any necessary changes. Our goal is to address your concerns quickly and to your satisfaction.

## **9.3 Protecting Your Information**

We take your privacy seriously and do not sell, distribute, or lease your personal information to third parties without your explicit consent, unless we are compelled to do so by law. This policy is in place to protect your privacy while ensuring compliance with legal obligations.

## **10. COMPLIANCE**

In accordance with the Australian Privacy Act 1988 and the Australian Privacy Principles, we ensure that all personal information is managed in a way that is open, transparent, and respects the rights of individuals. This includes obligations around the collection, use, and disclosure of personal information, providing access to and correction of that information, and the security practices we must follow to protect data.