

• BIG DOG • PRIVACY POLICY

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SUMMARY OVERVIEW AND CONSENT

1. We are Big Dog Australia Pty Ltd (ACN 094 584 148) and Big Dog Pet Foods Pty Ltd (ACN 145 307 562) (**Provider, we, us** and our). We are committed to respecting your privacy. This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Services and the choices you have associated with that data.
2. We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.
3. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as in our Terms of Use.
4. You may use the Website anonymously or through a pseudonym. However, we may require your identification for certain Services, such as where you choose to submit an enquiry, sign up for a newsletter, or otherwise engage with a function of the Website that requires it.
5. While your privacy is very important to us, nothing in this privacy policy constitutes a voluntary opt-in to any privacy laws, anywhere in the world, which we are not bound by law to comply with.

DEFINITIONS (GENERAL)

Website

6. The Website is the website located at the domains bigdogpetfoods.com and bigdogpetfoods.com.au and all content contained or otherwise displayed therein.

Services

7. The Services are the Website and any provision of our products via other means, including physical means.

Personal Data

8. Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data

9. Usage Data is data collected automatically and either generated through use of the Services or from the infrastructure underpinning the Services.

Cookies

10. Cookies are small files stored on your device (computer or mobile device). When you visit our website, we may collect information from you automatically through cookies or similar technology. For more information, visit: <https://www.allaboutcookies.org/>.
11. For more information about our cookies, please see our Cookie Policy at <https://www.bigdogpetfoods.com/cookie-policy>.

Controller

12. Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed.
13. For the purpose of this Privacy Policy, we are a Controller of your Personal Data.

Processors (or Service Providers)

14. Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Controller.
15. We may use the services of various Service Providers in order to process your data more effectively.

Data Subject (or User)

16. Data Subject is any living individual who is using our Service and is the subject of Personal Data.

Information Collection and Use

17. We collect several different types of information for various purposes in order to provide and improve our Services.

Do Not Track (DNT)

18. The “Do Not Track” (“DNT”) is a preference you can set in your web browser to inform some websites (which support this technology) that you do not want to be tracked.
19. You can enable or disable Do Not Track by editing the preferences or settings in your applicable web-browser.

Australian Privacy Principles (APP)

20. Reference to APP in this policy means the Australian Privacy Principles contained in Schedule 1 of the *Privacy Act 1988* (Cth). These APPs govern the content of privacy policies and rights under Australian law. We take pride in our adherence to these Principles.
21. A summary of the APPs are available at: <https://www.oaic.gov.au/privacy/australian-privacy-principles/australian-privacy-principles-quick-reference>

The Office of the Australian Information Commissioner (OAIC)

22. The OAIC is the principal body which administers Australia’s privacy laws and the Australian Privacy Principles.
23. The OAIC website is: <https://www.oaic.gov.au/>

ABOUT THIS POLICY

Applicable Privacy Laws

24. This Privacy Policy is subject to the APPs, the *Privacy Act 1988* (Cth), and the *Spam Act 2003* (Cth) (**Privacy Laws**). These laws protect personal information about individuals. They apply based on who the data collector is (certain Australian businesses like us), instead of applying based on what the nationality the data subject is.

Is this policy a contract?

25. This Privacy Policy is not a contract itself. It is a compliance document, that is, it is a notice required by law for us to explain certain things to the public. However, there may be other contracts which can include all or part of this policy as relevant to those contracts.
26. Our website Terms of Use require you to have read and understood this policy and provide the following required consents (see at the end of this policy for a link to these terms along with links to other policies).

TYPES OF DATA COLLECTED

27. We use your data to provide and improve the Services. By using the Services, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as in our Terms of Use (see at the end of this document for links to other documents).

Personal Data

28. While using our Services, in particular when creating and registering an account, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

Types of Data	Purpose
Names (first and last)	May be collected when you submit an enquiry through our 'Contact Us' page, sign up for a newsletter or complete a 'Work with Us' or 'Become a Stockist' enquiry – used for identifying/contacting you
Your address	As above
Email address	As above
Phone number	As above
Employee record information	Only the information provided as part of your expression of interest on the 'Work with Us' page.
Internet protocol (IP) addresses	Only via Google and Meta analytics

Other Information

29. We may also collect the following information which is not a usual form of data protected under privacy laws:

Types of Data	Purpose
Number of Pets in your family	Collected when signing up for newsletter – used for marketing / tailoring our services to you
If you have dogs, cats or both	Collected when signing up for newsletter – used for marketing / tailoring our services to you

Usage Data and Feedback (Personal / Deidentified)

30. We may also collect the following information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your device's:
 - a. Internet Protocol address (e.g., IP address), or geo-location information;
 - b. browser type and browser version;
 - c. the screens and interfaces within our Service that you visit;
 - d. the time and date of your visit;
 - e. the time spent on those interfaces;
 - f. unique device identifiers (like any device ID);
 - g. device type;
 - h. computer and connection information; and
 - i. other diagnostic data.
31. We also can collect information provided by you in any feedback or correspondence from time to time with:
 - a. customer surveys;
 - b. details of the Services we have provided to you or that you have enquired about, including any additional information necessary to deliver the Services and respond to your queries; and
 - c. any other information necessarily required in order to facilitate and improve your dealings with us and the Services.

Location Data

32. We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide certain features within our Services, as well as to improve and customise the Services.
33. You can enable or disable location services when you use our Services at any time by way of your device settings.
34. You are not required to provide your location data when using the Services and can decline requests for location data. You may choose to either enter an address or postcode or simply view the locations on the map.

Identification, Tracking & Cookies Data

35. We use cookies and similar tracking technologies to track the activity on our Service and we hold certain information.
36. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our Service.
37. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.
38. Examples of cookies we use are:
 - a. Session Cookies. We use Session Cookies to operate our Service.
 - b. Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
 - c. Security Cookies. We use Security Cookies for security purposes.
39. More information on cookies and which ones we use is set out in our Cookie Policy.
40. To provide clarification on possible identifiers for you-

- a. You may be able to browse our Website anonymously if you disable any cookies and tracking;
 - b. You may be able to browse our Website pseudonymously, only being identified by the Cookies and tracking IDs from other analytics providers (see section on Third Parties for this).
41. In compliance with the APPs we note that we do not attempt to use any identifiers used by other agencies for you, apart from those used for statistical or research purposes (such as via analytics providers)

Children's Privacy

42. Our Service does not address anyone under the age of 18 ("Children").
43. We do not knowingly collect personally identifiable information from Children.
44. If we become aware that we have collected Personal Data from Children without verification of parental consent, we will take steps to remove that information from our servers.
45. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us so we can work with you to delete it.

HOW DATA IS COLLECTED

General

46. We may collect data either directly from you, or from third parties, when you:
 - a. register for the Services;
 - b. interact with the Services;
 - c. communicate with us through correspondence, chats, email or otherwise share information with us;
 - d. engage in other related social applications, services or websites;
 - e. interact with our Services, content, advertisements and/or marketing material;
 - f. invest in our business or enquire about our business.
47. Otherwise, we try to collect any data directly from you with your informed consent (via this policy and its related documents) and by lawful means.

Our Policy On "Do Not Track" (DNT) Signals

48. Our Services support DNT web-browser settings. This means that if you do not want to be tracked, you manage this via your web-browser settings.

USE OF DATA

General

49. We use the collected data for various purposes:
 - a. To enable you to access and use our Services (on the grounds of fulfilment of our contract with you);
 - b. To operate, maintain, protect, improve and optimise our Services (on the grounds of fulfilment of our contract with you);
 - c. To notify you about changes to our Services (on the grounds of our legitimate interests in ensuring you are aware of any relevant changes);
 - d. To allow you to participate in interactive features of our Services when you choose to do so (on the grounds of our legitimate interests in providing a functional and personalised

- Service);
- e. To provide or administer rewards, surveys, contests or other promotional activities or events;
 - f. To provide customer support (on the grounds of our legitimate interests in ensuring you receive the help you need when accessing our Services);
 - g. To gather analysis or valuable information so that we can improve our Services (on the grounds of our legitimate interests in providing a functional and personalised Service);
 - h. To monitor the usage of our Services (on the grounds of our legitimate interests in providing a functional and personalised Service);
 - i. To detect, prevent and address technical issues (on the grounds of our legitimate interests in maintaining the functionality of the Services);
 - j. To provide you with notifications, and information about other Services we offer unless you have opted not to receive such information (on the grounds of your consent). This correspondence may occur by email, text message or another electronic format;
 - k. To comply with our legal obligations, resolve any issues our users may encounter, and enforce our agreements with third parties; and,
 - l. To consider your employment application.
50. We will only collect and use data necessary for the primary purpose it is collected for, or other excepted purposes outlined in this policy.
51. We will only use or disclose data where we believe in the data is accurate, up to date, complete, relevant and not misleading.

HANDLING AND DISCLOSURE OF DATA

Disclosure of Data (who)

52. We may disclose personal information for the purposes described in this privacy policy to:
- a. Our employees and related bodies corporate;
 - b. Third party suppliers and service providers (including providers for the operation of the Services and/or our business);
 - c. Professional advisors, dealers and/or agents;
 - d. credit-reporting and fraud-checking agencies;
 - e. credit providers (for credit-related purposes such as creditworthiness, credit rating, credit provision and financing);
 - f. Payment systems operators (for example, merchants receiving card payments);
 - g. Our existing or potential agents, business partners or partners;
 - h. Our sponsors or promoters of any competition that we conduct via our Services;
 - i. Anyone to whom our assets or businesses (or any part of them) are transferred; specific third parties authorised by you to receive information held by us;
 - j. Other persons, including government agencies, regulatory bodies and law enforcement agencies; and/or
 - k. As otherwise required or permitted by law.
53. In general, we will only disclose data to third parties where such disclosure in the course of providing the Services, reasonable (including publicly available) or required by law – see below for more details. We will also de-identify your information unless strictly necessary for our business purposes.
54. We ensure that any disclosure outside of Australia is made to parties which we are confident:
- a. Are subject to the Privacy Law because they do business in Australia;
 - b. Will adequately protect your information by using model contract clauses; or

- c. Are subject to privacy laws of other territories which provide comparable safeguards to the Privacy Law, such as New Zealand, Europe, UK, Canada and the like.

Retention of Data (when)

55. We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.
56. We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.
57. We will take reasonable steps to destroy or de-identify Personal Data once it is no longer needed for its stated purpose.

Transfer and Storage of Data (where)

58. We use the following methods for storing data including back-ups:
 - a. physical data servers on servers and computes located in Australia.
 - b. cloud storage and file-share services, (who form part of our Service Providers referred to later) including Klavyio and Webflow.
 - c. while we do not currently store any customer or related data on them, we do make use of these platforms which we may store your data on as/if needed:
 - i. Microsoft Services (including OneDrive, SharePoint and Outlook); and
 - ii. Dropbox (and similar services)
59. Your information, including Personal Data, may be transferred to — and maintained on — servers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.
60. If you are located outside Australia and choose to provide information to us, please note that we transfer the data, including Personal Data, to Australia and process it there.
61. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.
62. We will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or a country unless there are adequate controls in place including the security of your data and other personal information.
63. With third-party, cloud-storage services, the individual data packets will be likely stored in an encrypted format, on servers located in different territories, as determined from time to time by the third-party providers.
64. We manage access to different kinds of data to maintain security and minimise potential for misuse, this is by ensuring:
 - a. Only our marketing staff have default access to information from the newsletter subscriptions;
 - b. Only our human resources staff have default access to information from ‘work with us’ submissions; and
 - c. Only our human resources and managerial staff have default access to information on current staff.

Collaboration with Third Parties

65. We do not sell any Personal Data to third parties.
66. If we are involved in a collaboration with a third party which involves collecting data and you subscribe to a mailing list associated with this collaboration, your Personal Data may be

transferred to this third party so that they may send you marketing in accordance with the consent you provided. Your data will only be given to the core third party involved in the associated collaboration.

Business Transaction

67. If we are involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Disclosure for Law Enforcement and Government Agencies

68. Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

69. We may disclose your Personal Data to third parties (including legal advisors) in the good faith belief that such action is necessary to:
- a. To comply with a legal obligation;
 - b. To protect and defend our rights or property;
 - c. To prevent or investigate possible wrongdoing in connection with the Service;
 - d. To protect the personal safety of users of the Service or the public; or
 - e. To protect against legal liability.

Security of Data

70. We may hold your personal information in either electronic or hard copy form. The security of your data is important, and we take reasonable steps to ensure your personal information is protected against misuse, interference, loss, unauthorised access, modification or disclosure. These steps include various physical, administrative, personnel and technical measures.
71. However, please bear in mind that that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

THIRD PARTIES

Service Providers

72. We may employ third party companies and individuals to facilitate our Service ("Service Providers"), provide the Service on our behalf, perform Service-related services or assist us in analysing how our Service is used. These third-party Service Providers include:
- a. The cloud storage and file share services mentioned earlier;
 - b. Other IT / web service providers which we may need to use from time to time, who may have operations in or located in the United States.
73. When you provide your personal information to us, you consent to the disclosure of your information outside of Australia and acknowledge that we are not required to ensure that any personal information disclosed is handled in accordance with Australian Privacy Law. However, we are committed to taking all reasonable steps to ensure that any personal information disclosed to overseas recipients is handled in a way that complies with the Australian Privacy Principles.

Analytics (General)

74. We may use third-party Service Providers to monitor and analyse the use of our Services. Information about the cookies placed by such Service Providers and how to opt out of them is set out in our Cookie Policy. By continuing to use our Website after having had the opportunity to review our Cookie Policy, you consent to the use of these cookies.

Analytics (Google)

75. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network.
76. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.
77. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.

Behavioural Remarketing (General)

78. We use remarketing services to advertise on third party websites to you after you visit our Service. We and our third-party vendors use cookies to inform, optimise and serve ads based on your past visits to our Service.

Behavioural Remarketing (Google Ads)

79. Google Ads remarketing service is provided by Google Inc.
80. You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google My Ad Centre page: <https://myadcenter.google.com/home?sasb=true&ref=ad-settings>.
81. Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.
82. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.

Behavioural Remarketing (Meta)

83. Meta remarketing service is provided by Meta.
84. You can learn more about interest-based advertising from Meta by visiting this page: <https://www.facebook.com/help/247395082112892>.
85. To opt-out from Meta's interest-based ads, follow these instructions from Meta: <https://www.facebook.com/help/109378269482053>.
86. Meta adheres to the Self-Regulatory Principles for Online Behavioural Advertising established by the Digital Advertising Alliance. You can also opt-out from Meta and other participating companies through:
- the Digital Advertising Alliance in the USA <https://youradchoices.com/control>,
 - the Digital Advertising Alliance of Canada <https://youradchoices.ca/> or
 - the European Interactive Digital Advertising Alliance <https://www.youronlinechoices.eu/>; or
 - via opt-out using your mobile or computer device settings.
87. For more information on the privacy practices of Meta, please visit Meta's Data Policy: <https://www.facebook.com/privacy/explanation>.

Behavioural Remarketing (Pinterest)

88. Pinterest remarketing service is provided by Pinterest Inc.
89. You can opt-out from Pinterest's interest-based ads by enabling the "Do Not Track" functionality of your web browser or by following Pinterest instructions: <http://help.pinterest.com/en/articles/personalization-and-data>.
90. You can learn more about the privacy practices and policies of Pinterest by visiting their Privacy Policy page: <https://policy.pinterest.com/en/privacy-policy>.

Behavioural Analytics (Microsoft Clarity)

91. We use Microsoft Clarity, a behavioural analytics service provided by Microsoft Corporation (USA). Microsoft Clarity records and analyses how users interact with our Website, including through session recordings, heatmaps, and interaction tracking. This data helps us understand and improve the user experience on our Website.
92. The data collected by Microsoft Clarity may be transferred to and stored on servers located in the United States. We take reasonable steps to ensure that any such transfer complies with our obligations under APP 8, including by relying on Microsoft's data processing commitments.
93. For more information on Microsoft's privacy practices, please visit Microsoft's Privacy Statement: <https://privacy.microsoft.com/en-us/privacystatement>.

Email Marketing and Analytics (Klaviyo)

94. We use Klaviyo, an email marketing and customer engagement platform provided by Klaviyo, Inc. (USA). In addition to storing certain customer data on our behalf (as described under Transfer and Storage of Data above), Klaviyo also places cookies on our Website for marketing and tracking purposes. These cookies help us identify returning visitors, measure the effectiveness of our email marketing campaigns, and personalise our communications with you. We only use Klaviyo's marketing cookies if we have your consent to use the relevant cookies in line with our Cookie Policy.
95. The data collected by Klaviyo may be transferred to and stored on servers located in the United States. We take reasonable steps to ensure that any such transfer complies with our obligations under APP 8, including by relying on Klaviyo's data processing commitments.
96. For more information on Klaviyo's privacy practices, please visit Klaviyo's Privacy Policy: <https://www.klaviyo.com/legal/privacy-notice>.

COMMUNICATION TO YOU

How we advertise and communicate with you

97. We may use remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors use cookies to inform, optimise and serve ads based on your past visits to our Service.
98. We send advertisements and/or communications to you via:
 - a. Opt-in Marketing Emails using:
 - i. Express permission (filling in a submission form, checking an email confirmation link – we do not use pre-checked tick-boxes)
 - ii. Indirect permission (if you sign up to use our Services)
 - b. Pop-ups and embedded advertisements on our Website
 - c. Via phone. We comply with our obligations under the Do Not Call Register Act 2006 (Cth).
99. All advertisements will identify us as the sender.
100. All emails will have an 'opt-out' link you can use to disable us sending marketing content to you, which will be complied within five (5) business days.
101. For more information on Australian spam law requirements, please refer to the Australian Communications and Media Authority: <https://www.acma.gov.au/spam-and-telemarketing>.

Links to Other Sites

102. Our Service may contain links to other sites that are not operated by us. If you click a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.
103. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

YOUR RIGHTS

Our Complaints Process

104. You can submit complaints to us using the contact information provided below under the Contact Us heading.
105. Our Data Protection Officer will review your complaint and will respond to you with further details as soon as practicable.

Right to Access Data and Request Corrections

106. You have the right, under the APPs to request access to the Personal Information we hold for you (and confirmation if we hold any such data). You also have the right to request the correction of such information.

Complaints to OAIC

107. You can also lodge a complaint with the OAIC if the privacy/data issue hasn't been resolved. For more information, please visit <https://www.oaic.gov.au/privacy/privacy-complaints/>.

CHANGES TO THIS DOCUMENT AND OUR OTHER DOCUMENTS

108. We may update this document from time to time. Any changes will be notified via posting the updated information on this page.
109. We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this document.
110. You are advised to review this document periodically for any changes. Changes to this document are effective when they are posted on this page.
111. Here is a list of our other policies and agreements:
 - a. Privacy Policy: <https://www.bigdogpetfoods.com/privacy-policy>
 - b. Cookies Policy: <https://www.bigdogpetfoods.com/cookie-policy>
 - c. Terms of Use: <https://www.bigdogpetfoods.com/terms-of-use>

CONTACT US

112. If you have any questions about this document, the data we hold, or you would like to exercise one of your rights regarding the data, please contact us.

Company	Big Dog Australia Pty Ltd ACN 094 584 148 and Big Dog Pet Foods Pty Ltd ACN 145 307 562)
Attention	Privacy and Data Protection Officer
Email	customer care@bigdogpetfoods.com
Phone	+61 7 3285 7444 [Mon - Fri, 8am - 4pm (AEST)]
Postage	106 Potassium Street, Narangba QLD 4504

END OF DOCUMENT

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