

Privacy Policy

TREND LABORATORIES PTY LTD. ABN 31 001 627 103 takes your concerns about the collection and use of your personal information seriously. We collect personal information from users of our Websites in the regular course of doing business.

This notice describes our Privacy Policy, as per the requirements contained in the Privacy Act 1988 (Cth) and the included Australian Privacy Principles and Information Privacy Principles respectively. By visiting trendpac.com.au you are accepting the practices described in this Privacy Policy. This Privacy Policy sets out the type of personal information we collect from you and how we collect, hold, disclose and use that information.

Our Privacy Policy may be revised at any time without notice to you. This Privacy Policy represents the latest version of the TrendPac Privacy Policy.

In this document, "TrendPac" means TREND LABORATORIES PTY LTD, and covers the trendpac.com.au websites.

In this document, the word "computer" means any device used to connect to trendpac.com.au, including, but not limited to, PC's, laptops, tablets and mobile phones.

In this document, "Websites" means the trendpac.com.au Websites, as is relevant.

In this document, "devices" means a phone, laptop, computer or any other device that may be used to interact with our Websites, products and services.

In this document, "users" includes customers of TrendPac and any individual who interacts with our Websites.

Kinds of Information Collected

TrendPac may collect, hold, disclose or use your personal information for the purpose of providing selected services to you and to ensure that you receive the best possible service. As an example, and without limiting the types of personal information we collect, we may collect your name, address, email, telephone number, date of birth, gender and areas of interest.

We also collect non-personal information. Non-personal information does not identify you as an individual. For example, when you visit our Websites we may collect your Internet Protocol address, the type and version of browser you are using or the referring URL; or we may collect and

summarise user information in a non-personal, aggregate format for statistical and research purposes.

Personal Information: What is it?

When used in this document, "personal information" has the meaning given to it in the Privacy Act 1988 (Cth). It is any information that can be used to personally identify you. This may include, but isn't limited to, your name, gender, date of birth, address and contact details (including phone numbers and email addresses). If the information we collect personally identifies you, or you are reasonably identifiable from it, the information will be considered personal information.

How We Collect Your Personal Information

Our Privacy Policy applies to personal information we collect during the normal operation of our business. We may collect your personal information from you when you:

- visit and/or interact with our web presences at trendpac.com.au;
- respond to surveys;
- attend events hosted or participated by TrendPac;
- interact with our social media presences, including but not limited to Facebook, Twitter and Instagram; and/or;
- contact our Customer Service team.

We may also collect your personal information from any person authorised to provide your information or from external sources in circumstances your information is publicly and readily available.

If we ask you for personal information for a secondary reason, like career opportunities, we will either ask you directly for your consent or provide you with an opportunity to decline your consent.

We may ask you to give your consent, such as by checking a box to indicate your consent to receive communications from TrendPac, or by providing your signature to indicate your acceptance of the use and disclosure terms presented on an application form. Other times, we may obtain your consent implicitly when we can reasonably conclude that you've given consent by an action you have taken or an action you have decided not to take. Generally, this occurs where the purpose for use of your personal information would be reasonably apparent to you.

We will not collect personal information by unlawful means or means that are unfair or intrude on you to an unreasonable extent.

Through use of our Websites, we may automatically record details including your internet address, domain name and the date and time of your visit to our Websites (including the web pages viewed), your browser and operating system and whether you are accessing our Websites across multiple devices or sessions. We may collect information about interactions with our Websites by you from different devices or via different sessions. We may also use cookies that allow us to track websites browsed by you. Please see heading “Automatic Collection of Information & Cookies” below for further information about the use of cookies.

TrendPac may also track your usage of our Websites via Google Analytics. We may also use the Google Analytics feature to connect together all of your visits to our Websites. This will assist us in determining how you interact with our content over an extended period of time.

The information collected via Google Analytics about you may include, but is not limited to, the pages you view on our Websites; the products you view on our Websites; the length of time you spend interacting with our Websites and the devices used to interact with our Websites.

By using our Websites, you give your consent for TrendPac to track your usage of our Websites and to connect your visits to our Websites across multiple devices. We will not track your usage of any other websites. We will not upload any data that will allow Google to personally identify you or data that permanently identifies a particular device. If you would like to opt out of this feature, please contact us by email at info@trendpac.com.au with the subject heading "Opt Out Google Analytics". We will try to respond within 14 working days from receipt of your request.

How to Change or Withdraw Your Consent

When you choose to provide us with your personal information, you consent to the use and disclosure of your personal information as stated in this Privacy Policy, and as allowed by the Acts.

You may notify us at any time that you wish to withdraw or change your consent to our use and disclosure of your information. We will accommodate your request following receipt of such notice, subject to legal and contractual restrictions related to your transactions.

Information That We Collect About Users

We may collect the following types of personal information:

- name;
- email address;
- telephone number;
- age or birth date;
- mailing or street address;

- details of the areas of interest and services you have inquired about, together with any additional information necessary to deliver those products and services and to respond to your enquiries;
- details of the interactions between your devices and our Websites;
- any additional information relating to you that you provide to us directly through our Websites or indirectly through use of our Websites or online presence through our staff or otherwise; and
- information you provide to us through contact with our Customer Service team or other staff during interactions.

We receive and store any information you enter on our Websites or that you give us in any other way. You may need to provide us with personal information to take make inquiries or apply for career opportunities. You can choose not to provide certain information, but this may limit or prevent us from providing you with the product, service or information that you requested.

We ask for your age to determine eligibility for our intern and work placement program, we limit participation based on a minimum age.

We occasionally run our own email surveys and we ask visitors for contact, demographic and technical information.

Automatic Collection of Information & Cookies

Through interaction with our Websites, we will receive and store information that you provide or that is generated by your actions. For example, like many websites, we use "cookies," which are placed on your computer (explained in more detail below). It lets us personalise your experience at our Websites, tailoring the content to your interests. A number of companies offer browsers or utilities designed to help you visit websites anonymously, but if you use these browsers or utilities, it may limit your ability to use the Websites features we offer.

The information we receive or can determine from your interaction with our Websites includes your Internet (IP) address; email address; web browser type and version; operating system and computer platform; which we may aggregate with similar information from other users; the full Uniform Resource Locator (URL) click stream to, through, and from our Websites, including date and time; traffic data; cookie number; products you viewed or searched for; and/or areas of our Websites you visited. We also may log the length of time of your visit and the number of times you visit. We assign you a unique internal identifier to help keep track of your future visits.

If you do not want to collect cookies to be used to collect your personal information, you may disable cookies through your browser. However, if you do disable cookies, you may not be able to interact with our Websites or take advantage of the improved functionality that cookies enable.

Information TrendPac Collects Directly from You

Follow-Up and Surveys

We may send you a follow-up communication either thanking you for your inquiries obtaining further information post initial contact by you or survey as to whether you are satisfied with your interaction with TrendPac. These surveys are entirely voluntary.

Our Websites

You can browse our Websites anonymously. However, to order products and services from our Websites, or to use special features or functions of our Websites, you may be asked to provide personal information, such as your name, email address, postal address, telephone number, or date of birth information. We use this information to respond to your inquiries, and monitor functions or features of our Websites that you may use.

Social Media

Information that you have provided via social media pages, such as providing your name or contact details via the TrendPac Facebook, Twitter or Instagram presences, may be used to contact you regarding issues or complaints registered via our social channels or other social media sites that we use.

E-mail Communications

We provide email links on our "Contact Us" page that allow you to contact us directly with any questions or comments you may have. We may receive a confirmation when you open any email that we send to you, if your computer supports such capabilities. If you send us any email, we will retain such email and your email address for response.

Use of pseudonyms and unique identifiers

In general, you are not required to provide us with your personal information. Where reasonably practicable, you may have the option of not identifying yourself or of using a pseudonym when dealing with us. However, in some instances it may be impracticable for you to remain anonymous or use a pseudonym when using our products or services. If you choose not to provide your personal information as requested, we may not be able to provide you with some of the services you request.

In some circumstances, it may be necessary for us to assign you a unique identifier to allow us to carry out our functions efficiently.

How We Use Your Personal Information

We use your personal information to customise future website browsing for you, to improve our Websites, and to provide you with information and services We will only ever use your personal information for the purpose it was obtained unless you consent to its use for another purpose or an exception applies under the Acts.

Personal and anonymous demographic information gathered across all channels is used to learn more about users who visit our site.

The primary reasons we collect personal information from you are:

- To fulfil your requests for products, services or information;
- To limit the possibility of fraud or error when we process your transactions, refunds and/or exchanges;

We also use your personal information for other, secondary reasons, including:

- Customer service;
- To tailor our online content based on your preferences;
- To measure and improve the effectiveness of our Websites or our marketing endeavours;
- If you ask us, to offer and additional products and services we offer;
- For other purposes as described in this Privacy Policy;
- As otherwise provided or required by the Acts.

Sharing of Information

TrendPac does not sell or rent our users' personal information to any other party. TrendPac may share personal information gathered on our Websites with TrendPac and amongst our corporate entities, subsidiaries, or divisions for internal business purposes in accordance with the Acts. If TrendPac shares your information within its corporate family, we will ensure that your information continues to be used only in accordance with this Privacy Policy and your expressed choices. Also, in the normal course of business, we may share some of your personal information with third parties acting on our behalf or as permitted or required by law. If a third party acting on our behalf has different policies than TrendPac relating to privacy, then the Websites pages through which such information is collected from you will state or provide a link to such policies.

Disclosure of Your Personal Information

We may disclose your personal information including any unique identifiers:

- to our TrendPac subsidiaries, affiliates or divisions to facilitate the operation of our business;
- to our contractors, agents or service providers for the purpose of providing you with products or services and to facilitate the operation of our business;
- to third parties with whom we are affiliated for the purpose of those third parties providing you with information about their services;
- as required or authorised by law;
- where your information is publicly available;
- where your information has been de-identified in a form or for statistical or research purposes;
- to any person with your consent;
- where disclosure is necessary to prevent or lessen a serious threat such as public health or safety;
- to government or regulatory bodies when necessary;
- in connection with a sale of any business associated with our corporate parents, subsidiaries, affiliates or divisions;
- to our professional advisors when required.

If we are required by law to release information about you, we must cooperate fully. We may also disclose your information in order to investigate, halt, or take action regarding illegal activities.

Disclosure to Third Parties

TrendPac may use third parties to manage one of more aspects of our business operations, including the processing or handling of personal information.

Where your personal information is disclosed to a third party, we will take all reasonable steps to prevent unauthorised use or disclosure of your information. We may share personal information with such third parties to perform services on our behalf –

Such as:

- email communications;
- data analysis;
- sending marketing communications;
- servicing products;
- conducting research surveys;
- verifying and validating information that you have provided to us;
- delivering products;
- information systems maintenance;
- providing customer support services.

When we do use an outside company, these companies are provided with access to personal information needed to perform their functions, but we use contractual and other appropriate means

to ensure that your personal information is used in a manner that is consistent with this Privacy Policy.

Legal Disclosure

TrendPac may disclose your information as permitted or required by law. For example, we may be compelled to release information by a court of law or other person or entity with jurisdiction to compel production of such information. If we have reasonable grounds to believe information could be useful in the investigation of improper or unlawful activity, we may disclose information to law enforcement agencies or other appropriate investigative bodies.

How does TrendPac Protect Your Information?

TrendPac takes appropriate steps to protect your personal information. However, we acknowledge that the Internet is not a secure environment, and any information you send to us via that method is sent at your own risk. We maintain appropriate safeguards and current security standards to protect your personal information, whether recorded on paper or captured electronically, against unauthorised access, disclosure, or misuse. For example, electronic records are stored in secure, limited-access servers; electronic data is stored behind secured encryption access; we use technological tools like firewalls and strong passwords; and we ensure our employees are trained on the importance of maintaining the security and confidentiality of personal information. Although we cannot take responsibility for any theft, misuse, unauthorised disclosure, loss, alteration or destruction of data by a third party, we take reasonable security measures to safeguard against the loss, destruction, use, modification or disclosure of, or unauthorised access to, any personal information you have given us. TrendPac also has taken precautions to prevent the fraudulent use of your information on our Websites. TrendPac has adopted industry standard authentication procedures, as discussed below, to increase your protection while interacting with us online.

SSL Technology

Our Websites use encryption technology, such as Secure Sockets Layer ("SSL"), to protect your personal information during data transport. SSL encrypts ordering information such as your name, address, and date of birth.

Accessing and Verifying Your Personal Information

You are legally entitled to know what personal information an organisation holds about you and how that information is processed. If you would like to know what information we currently hold about you, please contact us by email at info@trendpac.com.au with the subject heading "Information Access". Subject to certain exceptions prescribed by law, and provided we can authenticate your identity, you will be given reasonable access to your personal information within 14 working days from receipt of your request, and will be entitled to challenge the accuracy and completeness of the information and to have it updated or corrected as appropriate. We do not generally charge for providing such access but may do so in certain circumstances. You also may ask us to change your

preferences regarding how we use or disclose your information, or let us know that you do not wish to receive any further communication from us.

You can also ask to review any of the information that we have retained, how we have used it, and to whom we have disclosed it at any time by contacting us as indicated below under the heading "Contacting TrendPac".

Correcting Your Personal Information

If you ask us to correct personal information that we hold about you, or if we are satisfied that the personal information we hold is inaccurate, out of date, incomplete, irrelevant or misleading, we will take reasonable steps to correct that information to ensure that, having regard to the purpose for which it is held, the information is accurate, up-to-date, complete, relevant and not misleading. If you would like your information corrected, please contact us by email at info@trendpac.com.au with the subject heading "Information Correction". We will try to respond within 14 working days from receipt of your request.

If we correct personal information about you, and we have previously disclosed that information to another agency or organisation that is subject to the Acts, you may ask us to notify that other entity. If so, we will take reasonable steps to do so, unless this would be impracticable or unlawful.

When is Your Information Removed?

We keep your information only as long as we need it for legitimate business purposes and to meet any legal requirements. We have retention standards that meet these parameters. We destroy your information when it is no longer needed, or we remove your personally identifiable information to render it anonymous.

We May Change These Terms

Whether or not you have viewed our terms and conditions of use of this Websites, or this Privacy Policy, and whether or not you have chosen to not receive notices from us, those terms and notices will still govern your use of our Websites. We may update or change our terms of use and this Privacy Policy at any time, as we determine is appropriate. It is your responsibility to review them for changes.

Contacting TrendPac

TrendPac is responsible for all personal information under its control. Our Privacy Compliance Manager is accountable for TrendPac compliance with the principles described here. If you have any questions, concerns or complaints about the privacy practices of our organisation please contact us at the following:

Email: info@trendpac.com.au

You may contact our Privacy Compliance Manager or a member of the senior management team:

Privacy Compliance Manager

TREND LABORATORIES PTY LTD.

ABN 31 001 627 103

1 Corella Close

Berkeley Vale, NSW 2261 Australia

Telephone: + 61 2 43888169

info@trendpac.com.au

If you have made a complaint regarding your privacy and are unsatisfied with our response, you may wish to direct your complaint to the Office of the Australian Information Commission at <https://www.oaic.gov.au/>, via phone on 1300 363 992 or in writing to the Office of the Australian Information Commissioner, GPO Box 5218, Sydney NSW 2001.