

Privacy Policy

LX Corporation Pty Limited (ABN 77 146 038 235) and its related bodies corporate (**LX, us, we, our**) takes your privacy seriously and is committed to responsible privacy practices.

We seek to comply with our obligations under the *Privacy Act 1988 (Cth)* (**Privacy Act**). This Privacy Policy describes how we collect, use, disclose, store, and handle your personal information.

What is personal information?

In this Privacy Policy, 'personal information' has the meaning set out in the Privacy Act. In general terms, personal information is information (whether fact or opinion) about an individual who is identified or reasonably identifiable.

Some types of personal information are designated as 'sensitive information', which are subject to additional protection under the Privacy Act. For example, these can include information about your health.

What types of personal information do we collect?

The types of personal information we collect about you will depend on the purpose for which the personal information is collected. This can include the following information:

- in the case of customers purchasing our products through our online store – your name, business name (if applicable), business website (if applicable), billing or shipping address, email address, telephone number(s), payment information (including credit card information or alternative payment method account information), and order details;
- if you have requested to receive news about exclusive offers, promotions, or events – your name (including title and gender), business name (if applicable), mailing or street address, email address, and telephone number(s);
- if you have contacted our customer service team to make a complaint, provide feedback, submit an enquiry, request a call-back or request a product replacement – your name, mailing or street address, email address, and telephone number(s);
- in the case of trade credit applicants – information required to assess your credit worthiness, including your credit or business history and any trade referees;
- in the case of prospective employees or contractors – information contained in your application or résumé, recorded during any interview, or obtained through any pre-employment checks, and government-issued identifiers such as tax file numbers; and
- in the case of our suppliers and distributors – your name, mailing or street address, email address, and telephone number(s).

Generally, we will not collect sensitive information about you. However, in certain circumstances, we may need to collect limited sensitive information. For example, we may collect demographic information relating to age, gender and language in the course of your use of our website. We do collect technical information and general analytics, such as web browser type and browsing preferences, Internet service provider, referring/exit pages, and date/time stamps, IP address, time zone, and geolocation data (if applicable), device type and brand arising from your use of our website.

How do we collect personal information?

We collect your personal information directly from you, including when you:

- access or use our website;

- subscribe to or purchase our products or services;
- sign up to receive news and exclusive offers, promotions, or events;
- enter surveys, competitions, promotions or request information or material from us;
- make inquiries about us or our products or services or otherwise communicate with us by email, by telephone, in person, via a website or otherwise; and
- apply to work with us or are engaged by us as a contractor.

Where it is reasonable and practicable to do so, we will only collect personal information about you from you directly and not from third parties. In limited circumstances, we may collect personal information about you from e.g. publicly available sources (such as the Internet) and from third parties (such as mutual contacts, or if someone makes a purchase on your behalf, or your referees provided during the recruitment process if you apply for a job with us). We may also collect personal information through third parties such as our service providers, through promotional and marketing activities, and from publicly available sources of information.

We also use the following technologies to collect technical information and general analytics:

- cookies, which are data files that are placed on your device and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>;
- log files, which track actions occurring on our websites; and
- web beacons, tags, and pixels, which are electronic files used to record information about how you browse our websites.

By using our website, you are consenting to the use of these technologies in accordance with this Privacy Policy.

Can you choose not to disclose your personal information?

If you contact us to make a general enquiry about us or our business, you do not have to identify yourself or provide any personal information. Alternatively, you can also notify us that you wish to deal with us using a pseudonym.

However, if we are not able to collect personal information about you, we may not be able to provide you with the information or assistance you require. For example, we will not be able to send you information you have requested if you have not provided us with a valid email address or telephone number.

If you want, you can disable your web browser from accepting cookies and other technologies used to collect technical information and general analytics. If you do so, you can still access our websites, but it may impact your user experience.

You may also opt out of targeted advertising by using the links below:

- [Facebook](#);
- [Google](#);
- [Bing](#);
- [Twitter](#); and
- [LinkedIn](#).

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's [opt-out portal](#).

How do we use your personal information?

In general, we use your personal information for purposes connected with our business.

Some of the specific purposes for which we use your personal information are as follows:

- to provide our products and services to our customers or to receive goods or services from third parties;
- to enable the proper operation and functionality of our products and services;
- to enable the optimum operation of our website and apps;
- to verify your identity (for example, if you request access to the personal information we hold about you);
- to consider you for a job at LX (whether as an employee or contractor) or other relationships with us;
- to communicate with you and to address any issues or complaints that we or you may have regarding our relationship;
- for direct marketing purposes (see the "Direct marketing" section below); and
- to contact you regarding the above, including via electronic messaging such as SMS and email, by mail, by phone or in any other lawful manner.

We may also use or disclose your personal information for our administrative, marketing (including direct marketing), planning, product or service development, quality control, survey and research purposes and for other purposes to which you have consented, or as otherwise permitted or required by law. We may also disclose or sell information which is in a de-identified aggregated form to third parties.

Technical information and general analytics is used for the purpose of gauging visitor traffic, trends and delivering personalised content to you while you are on our websites, and to improve our websites and our products and services.

For clarity, we use third party service providers to provide us with web analytics services, such as Google analytics, Google ads, Bing ads, Facebook, LinkedIn, Twitter and Hotjar. You can read more about how each third party service provider use your personal information by reviewing their applicable data use policy.

If we disclose your personal information to third parties we will use reasonable commercial efforts to ensure that such third parties only use your personal information as reasonably required for the purpose of disclosure and in a manner consistent with applicable laws, for example (where commercially practical) by including suitable privacy and confidentiality clauses in our agreement with a third party service provider to which we disclose your personal information.

Direct marketing communications

We will only send you direct marketing communications (either through mail, SMS or email), including company and product updates, news and exclusive offers, promotions, or events, where you have consented to do so.

You may opt-out of receiving direct marketing communications at any time by contacting us or by using opt-out facilities provided in the direct marketing communications.

Does personal information leave Australia?

We store personal information in servers located in Australia as well as through third party service providers located overseas, such as in the USA. We may disclose your personal information to overseas recipients, such as to service providers in order for them to provide products and services and to allow us to obtain services.

Except where an exception applies under the Privacy Act or other relevant legislation, we will take commercially reasonable steps to ensure that overseas recipients to whom we disclose personal information do not breach the Australian Privacy Principles stated in the Privacy Act in relation to such information.

How do we protect your personal information?

We will take reasonable precautions to protect your personal information from misuse, loss, or unauthorised access, modification or disclosure. However, as the Internet is inherently insecure, we cannot guarantee the security of transmission of personal information you disclose to us online. Accordingly, you transmit your personal information to us online at your own risk.

Please notify us immediately if you become aware of any breach of security.

How long do we keep your personal information?

Generally, we will retain your personal information for the period necessary for the purposes for which your personal information was collected (as outlined in this Privacy Policy) unless a longer retention period is required by law or if it is reasonably necessary for us to comply with our legal obligations, resolve a dispute or maintain security.

This means that we will store your personal information for the following periods:

- if you unsuccessfully apply for a job with us (whether as an employee or contractor): up to 6 months;
- if you work with us (whether as an employee or contractor): up to 6 years after you cease working with us;
- if we process your personal information in connection with you being a supplier to us (or an employee or contractor of a supplier) or in connection with you being a subscriber or reseller (or an employee or contractor of a subscriber or reseller): up to 6 years from your last interaction with us; and
- if we process your personal information for direct marketing purposes or process your personal information based on your consent, we may retain the information until you ask us to stop and for a short period after that (to allow us to implement your request). We will indefinitely keep a record of the fact that you have asked us not to send you direct marketing or to process your information so that we can respect your request in future.

When personal information is no longer required, we will take reasonable steps to delete the personal information from our systems or de-identify the personal information.

How can you access and correct your personal information?

You may request access to any personal information we hold about you at any time by contacting us. We will provide access to that information in accordance with the Privacy Act, subject to any exemptions that may apply. We may charge an administration fee in limited circumstances, for example if we are required to.

If you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may request us to amend it by contacting us.

What is the process for complaining about a breach of privacy?

If you have any questions, concerns or complaints about our collection, use, disclosure or management of your personal information, please contact us in writing using the contact details below.

We will make inquiries and your complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner.

If you are unsatisfied with the outcome, we will advise you about further options including, if appropriate, review by the Privacy Commissioner within the Office of the Australian Information Commissioner.

This Privacy Policy will not apply to the extent that it is inconsistent with any applicable law.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time at our discretion. Amendments to this Privacy Policy will be posted on our website. Your continued dealings with us, for example use of our websites, products or services, will signify your agreement to this Privacy Policy as amended.

How to contact us

If you have a query, concern or complaint about the manner in which your personal information has been collected or handled by us or would like to request access to or correction of the personal information we hold about you, please contact using the details provided below:

Attention: Privacy Officer
LX Corporation
Suite 101,
National Innovation Centre
Australian Technology Park,
4 Cornwallis St
Eveleigh, 2015, NSW
privacy@lx-group.com.au

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