
PRIVACY POLICY

BACKGROUND:

This Policy applies as between you, the User of this Website and RainbowHairColour.com the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to your use of the Website.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Data”	means collectively all information that you submit to RainbowHairColour.com via the Website;
“Cookie”	means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12;
“RainbowHairColour.com”	means RainbowHairColour.com of 4 Rochester Street, Homebush NSW 2140 Australia;
“UK and EU Cookie Law”	means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;
“User”	means any third party that accesses the Website and is not employed by RainbowHairColour.com and acting in the course of their employment; and
“Website”	means the website that you are currently using (www.rainbowhaircolour.com) and any sub-domains of this site (e.g. subdomain.rainbowhaircolour.com) unless expressly excluded by their own terms and conditions.

2. Scope of this Policy

This Policy applies only to the actions of RainbowHairColour.com and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

3. Data Collected

Without limitation, any of the following Data may be collected by this Website from time to time:

- 1.1 name;
- 1.2 date of birth;

- 1.3 gender;
- 1.4 job title;
- 1.5 profession;
- 1.6 contact information such as email addresses and telephone numbers;
- 1.7 demographic information such as post code, preferences and interests;
- 1.8 IP address (automatically collected);
- 1.9 web browser type and version (automatically collected);
- 1.10 operating system (automatically collected);
- 1.11 a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected); and
- 1.12 any other information that RainbowHairColour.com deems necessary to provide its services to a User

4. Our Use of Data

- 1.1 Any personal Data you submit may be retained by RainbowHairColour.com for an indefinite period of time.
- 1.2 Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties. This includes our affiliates but excludes other business entities within our group.
- 1.3 We strive to store all personal Data securely. For more details on security see Clause 11 below.
- 1.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
 - 4.a.1 internal record keeping;
 - 4.a.2 improvement of our products / services;
 - 4.a.3 transmission by email of promotional materials that may be of interest to you;
 - 4.a.4 contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website.

5. Third Party Websites and Services

- 1.1 RainbowHairColour.com may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services may have access to certain personal Data provided by Users of this Website.
- 1.2 Any Data used by such parties is used only to the extent required by them to perform the services that RainbowHairColour.com requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in

accordance with the Privacy Act 1988.

6. **Links to Other Websites**

This Website may, from time to time, provide links to other websites. RainbowHairColour.com has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

7. **Changes of Business Ownership and Control**

1.1 RainbowHairColour.com may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of RainbowHairColour.com. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

1.2 In the event that any Data submitted by Users is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

8. **Controlling Use of Your Data**

1.1 Where applicable and where you are required to submit Data, you may be given options to restrict our use of that Data. This may include the following:

1.a.1 use of Data for direct marketing purposes; and

1.a.2 sharing Data with third parties.

9. **Your Right to Withhold Information**

1.1 You may access certain areas of the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data.

1.2 You may restrict your internet browser's use of Cookies. For more information see Clause 12.

10. **Accessing your own Data**

You have the right to ask for a copy of any of your personal Data held by RainbowHairColour.com (where such data is held) on payment of a small labour fee which will not exceed \$55 per hour (an hour being the smallest block of time) for the time it takes for us to prepare your personal Data to be given to you. Where applicable, for example, if you request your personal Data to be printed on paper and sent to you via post mail, there will also be additional material and shipping charges that will be payable by you. We will advise you of the cost of material and shipping should you choose a non-digital delivery mode for delivering your personal Data.

11. Security

- 1.1 Data security is of great importance to RainbowHairColour.com and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

12. Cookies

- 1.1 This Website may place and access certain Cookies on your computer. RainbowHairColour.com uses Cookies to improve your experience of using the Website and to improve our range of products **AND/OR** services. RainbowHairColour.com has taken steps to ensure that your privacy is protected and respected at all times.
- 1.2 We are an Australian based business. Nevertheless, where applicable, we will strive to comply with the spirit of the law of the UK and EU Cookie Law.
- 1.3 To minimise interference with User experience, you will not be prompted to provide consent before the Website places any Cookies on your computer. By allowing the placing of Cookies you are enabling RainbowHairColour.com to provide the best possible experience and service to you. You may, if you wish, change your internet browser settings to deny the placing of Cookies or delete any existing Cookies placed by the Website; however certain features of the Website may not function fully or as intended. If you wish to block or delete these Cookies, please refer to the help features of your internet browser for instruction on how to do so.
- 1.4 This Website uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the products **AND/OR** services offered through it. Our use of them does not pose any risk to your privacy or your safe use of the Website. On the contrary, it does enable us to continually improve our business.
- 1.5 The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by referring to the help features of your internet browser for instruction on how to do so.
- 1.6 The analytics services used by this Website is provided by Google. You may learn more about Google Analytics' cookies by visiting the following URL:
<http://www.google.com/analytics/learn/privacy.html>
- 1.7 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.
- 1.8 You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
- 1.9 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your

internet browser if you are unsure about adjusting your privacy settings.

13. **Changes to this Policy**

RainbowHairColour.com reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.