

## Protecting Your Privacy

At Awaketees, we are 100% committed to protecting your privacy and security. We are customers ourselves of Awaketees, so we totally appreciate and respect how important privacy is.

For all Awaketees services, the data controller — the company that's responsible for protecting your privacy— is Awaketees.com Limited.

## How we use your information

We use your information in a number of different ways — what we do depends on the information. The tables below set this out in detail, showing what we do, and why we do it.

**Your Personal Details, such as your name, date of birth, gender, address, email address, social media handle, screen name and phone number.**

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
<b>Identify you when you visit our website or contact us</b>	Checking your identity helps us to keep your information safe from fraudsters	Legally, we have to do this and it is also important for us

<p><b>Deliver your purchases to you</b></p>	<p>It's a bit hard to send your order if we don't use your name and contact details!</p>	<p>It's an important part of our contract commitment to you</p>
<p><b>Send you account and service updates, such as updates to our Terms and Conditions and order confirmations</b></p>	<p>To keep you informed of any changes to Awaketees services</p>	<p>Legally, we have to do this, it's an important part of our contract commitment to you, and it's also important for us to keep you updated</p>
<p><b>Send you order updates by text, e-mail or through our app</b></p>	<p>So you know when your order is due to arrive</p>	<p>It's an important part of our contract commitment to you</p>
<p><b>Manage your participation in any promotions, offers or discount schemes you choose to participate in</b></p>	<p>To ensure you receive any discounts or offers relevant to you at the time e.g. Student discounts</p>	<p>We will treat this as an important contract commitment to you if you choose to participate</p>

<b>Direct you to the right part of our website</b>	To get you to the products that you want faster	It's important to us that you get the best out of your Awaketees shopping experience
<b>Send you information about our products and services</b>	We like to keep you up to date and help you get the best from our products and services (you can find out more in the section on Marketing messages below)	It's up to you to choose what you hear from us and what you hear about but it's also important for us to tell you about the best product and services we have to offer!

**Your body size and shape, if you choose to tell us this**

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
We use a third party to help make recommendations about products, to suggest sizes, and about how garments fit	We want you to love the products you buy from us	It's important to us that you find the right products for you

## Your payment information

This means your chosen payment method, for example your card details (don't worry we don't keep the security code)

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
Take payment, and give refunds	After all - we're not giving all our stuff away!	It's important to us and an important part of our contract commitment to you
Keep a record of any financial transactions with	We need to know what you have paid for (and we have to tell the tax man about our income too!)	Legally, we have to do this

## Your contact history with us

What you've said to us — for example, by email, on Social Media, or in private message.

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
Provide customer service and support	After all, you expect the best service from us!	It's an important part of our service and also part of our contract commitment to you

## Purchase history and saved items

What you've bought in the past, what you've searched for and when you have asked us to tell you that something is back in stock.

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
Help you keep track of items you like, update you when we have new availability and let you share them, your way	To help you get to the products that you like faster and so you can get the best out of our products and your account	It's up to you if you want to use these services but we would love you to share all our good stuff

<p>Handle returns in accordance with our <a href="#">Terms and Conditions</a> and provide customer service and support</p>	<p>Because you expect the best service from us and, after all, we can't provide a refund if we don't know what you've bought!</p>	<p>It's an important part of our contract commitment to you</p>
<p>Analyse what you have bought, searched for, or returned, which helps us find out what you like.</p> <p>For Style Match, once we've shown you your search results we store the photo for one month and keep it separated from anything else that identifies you.</p>	<p>To ensure we are giving you what you want, providing you with the best service we can, and so we can stay ahead of the competition.</p>	<p>It is important for us to know your preferences.</p>
<p><b>We match your purchases to links from affiliates who might have introduced you to Awaketees or promoted a particular product when you visited their site. We share relevant purchase history with them, so they know when they have made a successful introduction</b></p>	<p>We have a number of "introducers" who direct new customers to us or promote our products on their sites</p>	<p>It is important for us to generate new customers through different sources</p>

## Information about your phone or laptop, and how you use our website and app

Information collected when you browse our site or use our app, including your IP address and device type, how you use our website and app (such as the pages you visit and the products you look at) and, if you choose to share it with us, your location data.

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
Identify you when you visit our website	If we can remember you, we can give you the best possible shopping experience.	It is important for us that you get the best shopping experience
Improve our website and set default options for you (such as language and currency)	It's important for us, and it's much easier for you, if we know the language and currency you prefer, and it also helps us to protect your information	It is important for us to know what you like to give you the best shopping experience



<p><b>Send information about our products and services to you</b></p>	<p>We like to keep you up to date and help you find products. You can find out more in our section on Marketing messages below</p>	<p>It is important for us to show you things we think you will like and that may make your Awaketees experience better</p>
<p><b>Show you Awaketees.com adverts as you browse the web</b></p>	<p>So you can see our latest products and deals that we think you will love</p>	<p>It is important for us to show you things we think you will like</p>
<p><b>Monitor visitors to our site and analyse their</b></p>	<p>To protect our website and to help make our service better</p>	<p>This is important for us and legally, we have to do this!</p>

**Information from Social Media or accounts you link to us**

What we do if you link your Social Media or your third-party accounts to us. We will keep a record of your Social Media handle, and the other information that is made available to us according to your Social Media account settings.

<p>We allow you to link your Social Media account to your Awaketees account so you can log on simply and easily without having to create a specific account</p>	<p>To make it easier for you to use Awaketees.com and purchase those items you want!</p>	<p>It is important for us that you get the best shopping experience</p>
<p>Analysis to understand what you like, how you might share your likes with your friends and how you might influence others with your style</p>	<p>It helps improve any recommendations we make to you and we may invite you to take part in surveys, reward schemes and other fashion related activities.</p>	<p>It is important for us to know what you like to give you the best shopping</p>
<p><b>Provide product recommendations</b></p>	<p>So you can quickly spot things which take your fancy</p>	<p>It is important for us to show you things we think you will like</p>

**If you post comments about Awaketees, tag Awaketees or post photos to our Social Media pages**

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
Monitor our customers views or opinions	We may want to respond to you or react, particularly if you are unhappy with something.	It is important for us to know what you think about us
We use public sources of information to help us investigate fraudulent activity	To prevent and detect fraud against either you or Awaketees – unfortunate, but absolutely essential	This is important for us to protect our service, to protect you and to stop this

## Other identifiable information

<b>What we do</b>	<b>Why we do it</b>	<b>Why we need to do it (the legal stuff!)</b>
We allocate you a unique number when you first shop with us (your	This allows us to uniquely identify you	It's an important part of our contract
<b>Proof of your identity</b>	We sometimes need to check your identity – for example to confirm it is you that placed an order, or if you say you are a student	It's an important part of our contract commitment to

You don't have to give us all of this personal information but if you don't, you may not be able to buy from the site, and you are unlikely to receive our optimal overall customer experience. But that is your choice – and we respect that.

We also anonymise and aggregate personal information (so that it does not identify you) and use it for purposes including testing our IT systems, research, data analysis, improving our site and app, and developing new products and services.

## **Fraud prevention and detection**

We use any of the above categories of information to identify, prevent and detect fraud, against either you or against Awaketees. Detecting and preventing fraud is an unfortunate, but an absolutely essential part of our service and our contract commitment to you. Legally, we have to do this, and it is very important for us.

We also use Purchase history data, to protect our service and uphold our Terms of Service as part of our contract commitment to you, as part of this we may make use of computer-system decisions to protect Awaketees and our Service. Your rights in relation to this are detailed below.

## **Personalising your Awaketees experience**

We use the data we collect to help us provide you with the best service, the best shopping experience and to show you the latest and greatest products and services that we think you will love.

## **Sharing your information**

We do not, and will not, sell any of your personal data to any third party – including your name, address, email address or credit card information. We want to earn and maintain your trust, and we believe this is absolutely essential in order to do that.

However, we share your data with the following categories of companies as an essential part of being able to provide our services to you:

- Companies that do things to get your purchases to you, such as payment service providers, warehouses, order packers, and delivery companies
- Professional service providers, such as marketing agencies, advertising partners and website hosts, who help us run our business
- Affiliates who help us reach out to potential new customers or promote our products on their websites
- Credit reference agencies, law enforcement and fraud prevention agencies, so we can help tackle fraud

You may choose to take advantage of some of our additional services, in which case, depending on your choices we may share your data with the following categories of companies to fulfil the services you have asked for:

- Social Media sites (for example if you choose to link your accounts to us) and other companies approved by you
- Other third party payment providers, when you choose to use their payment services

If you would like to know more about the 3rd parties we may share personal data with, or how to find out more on how they will use your data, please contact us at the details below.

We may also provide third parties with aggregated and anonymised information and analytics about our customers. Before we do so, we will make sure that it does not identify you.

## Marketing messages

If you have said we can, we'll send you marketing messages to keep you aware of what we're up to and to help you see and find our products and services.

## How to stop marketing messages from Awaketees.com

You have the following options:

- **Emails:** You can also click on the 'unsubscribe' link in any marketing email you receive, and this will take you to the Contact Preferences section of your account so you can unsubscribe from that method of communication.
- **Any method of Marketing:** You can contact us via the website. Once you do this, we will update our records to ensure that you don't receive further marketing messages.

If you tell us you don't want to receive marketing messages it might take a few days for all our systems to be updated, so we would ask for your patience as you might get messages from us while we process your request.

Please note that opting out of marketing messages will not stop service communications, such as order updates, or where you have asked for a specific 'back in stock' notification.

## **Your information and countries outside Australia**

Awaketees is an Australian business which operates inside and outside of Australia and we use suppliers and fulfilment centres located across the world. Some of these locations will not offer the same level of protection for your personal data as Australia or the EU, but if we transfer your information to one of these locations we will take steps to ensure that your data and rights are protected through methods approved within the relevant Data Protection laws. Please contact us if you would like further information about how we protect your transferred information.

## **Keeping your information**

We'll hold on to your information for as long as you continue to be an Awaketees customer and for as long as we are required to keep it to ensure we meet our legal requirements across the globe.

If you no longer wish to be a customer you can contact our Customer Care team and request that we close your account. However, we have a legal requirement to keep some of your personal data even after you have asked us to delete it. We will only keep what we absolutely need to, and only to make sure we can meet our legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our Terms & Conditions.

## **Your rights**

You have a lot of rights relating to your personal information, these are:

- The right to be informed about how your personal information is being used (like this notice!)
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you.



- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances
- The right to stop direct marketing messages, which you can do by contacting us through the Awaketees Contact page
- The right to withdraw consent for any consent-based processing at any time
- The right to request that we transfer or port elements of your data either to you or another service provider
- The right to ask us to explain any computer-system decision about you
- The right to complain to your data protection regulator.

If you want to exercise your rights, have a complaint, or just have questions, please contact us. As a starting point, we have 30 days in which to respond to you. Our contact details are at the end of this Policy.

### **Changes to how we Protect Your Privacy**

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the Awaketees website, or by some other means of contact such as email, so that you are able to review the changes before you continue to use Awaketees.

## **Cookies**

We use cookies on our website. For more information on cookies, please see our [cookie notice](#).

### **What are cookies?**

Cookies are data files which can hold small amounts of info and they are stored on your device (computer, smartphone, etc) when you first visit a website. We use cookies when you visit our site, but you can choose to not allow some types of cookies. But don't forget, blocking some cookies may impact your experience of the site and the services we are able to offer.

### **How do we use them?**

We use cookies for:

- essential operations, like site navigation
- allowing you to add items to your shopping bag or to your Saved Items
- analysing visitor numbers and behaviours, such as what pages are frequently visited
- assessing the success of our advertising campaigns, offers and communications
- targeting suitable advertising messages
- understanding which Affiliates have helped us reach out to new customers, or have promoted our products on their websites

## **How to contact us**

We always want to hear from our customers (especially if you feel we've let you down or could do better).

If you:

- Have any questions or feedback about this notice
- Would like us to stop using your information
- Want to exercise any of your rights as set out above, or have a complaint

Please don't hesitate to contact Awaketees, and we will be happy to answer any questions you may have. Click here to go to our contact page: <https://awaketees.com/contact-us/>