

PRIVACY POLICY – HAPPY REWARDS LOYALTY PROGRAM

Collection, use and disclosure of personal information

We may collect the following types of personal information:

1. Your name;
2. Your contact information, such as your email address, telephone number or postal address;
3. Your age or date of birth;
4. Your purchase history, including products purchased using the Happy Rewards

We collect, hold, use and disclose your personal information for the following purposes:

1. To administer our Happy Rewards Loyalty Program;
2. To send communications to you relating to our Happy Rewards Loyalty Program including but not limited to;
3. To answer enquiries and provide information or advice about our Happy Rewards Loyalty Program
4. To allocate loyalty benefits in the Happy Rewards Loyalty Program to you and to administer the redemption of loyalty benefits;
5. To conduct business administration and processing functions, including providing personal information to contractors, service providers or other third parties;
6. For marketing, planning, product or service development, quality control and research purposes;
7. To update our records and keep your contact details up to date;
8. To process and respond to any complaint made by you;
9. To enforce our legal rights and to protect the rights of third parties; and
10. To comply with any law, rule, regulation, lawful and binding determination, decision or direction of a regulator, or in co-operation with any governmental authority.

We may disclose your personal information to:

1. Slyp Pty Ltd (abn 19 613 031 271) (slyp), the administrator of the go rewards application which houses the Happy Apple loyalty program ;
2. Our employees, contractors or service providers for the purposes of the operation of the Happy Apple loyalty program and our business activities;
3. Suppliers and other third parties which whom we have commercial relationships for business, marketing and related purposes;
4. Government agencies, regulatory bodies and law enforcement agencies, or other similar entities, where required under or authorised by law;
5. Accountants, auditors, lawyers and other professional advisors we engage who require access to information;
6. Third party acquirers in the event that we sell or transfer all or any relevant portion of our business or assets; and
7. Any organisation for any authorised purpose with your express consent; and

Currently, we do not disclose your personal information to third party suppliers and service providers located outside Australia.

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Direct marketing materials

We may send you direct marketing communications and information about our products or services that we consider may be of interest to you. These communications may be sent in various forms, including SMS, email or through the Go Rewards App. These communications will be sent in accordance with applicable marketing laws, such as the Spam Act 2003 (Cth) and the Do Not Call Register Act 2006 (Cth).

You consent to us sending you direct marketing communications by any of the methods identified above.

You decide which communications you receive. At any time you can opt-out of receiving direct marketing communications from us by unsubscribing from the mailing list by clicking on a 'unsubscribe' link in a marketing communication, visiting our website or contacting the business directly via loyalty@thehappyapple.com.au

There are some messages that we must be able to send to you. These include, for example, messages relating to your Loyalty Program Membership and other service messages including for example, password reset messages, information about updates to these Terms and to our Privacy Policy.

We will also provide your personal information to Slyp/ Go Rewards for the purpose of direct marketing in relation to Go Rewards and the loyalty programs available within the Go Rewards loyalty program. As part of the sign-up process for the Happy Rewards Loyalty Program, you consent to us providing your personal information to Slyp for the purpose of direct marketing. Slyp/ Go Rewards will be responsible for handing your personal information safely once we share this with them.