

## Privacy Policy

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For Ecoshield Performance Coatings Pty Ltd – Online Store

[www.ecoshield.com.au](http://www.ecoshield.com.au)

## Document Control

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# PRIVACY POLICY

## 1. Purpose

This Privacy Policy outlines how Ecoshield Performance Coatings Pty Ltd collects, uses, discloses, and stores your personal information when you interact with our online store at [www.ecoshield.com.au](http://www.ecoshield.com.au), in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

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## 2. Scope

This policy applies to all personal data collected through our online store, including product purchases, customer accounts, email subscriptions, and general website use.

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## 3. What Information We Collect

- Full name
  - Email address
  - Phone number
  - Billing and delivery addresses
  - Order history and product preferences
  - Payment method (note: we do not store full credit card numbers)
  - User account credentials (if registered)
  - IP address and device/browser information
  - Any other details you provide when submitting forms, reviews, or support queries
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## 4. How We Collect Information

- Purchases and checkout processes
  - Account registration and login
  - Newsletter sign-ups
  - Contact forms and customer support inquiries
  - Cookies, tracking scripts, and analytics tools
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## 5. Legal Basis for Collection

We collect and process personal information where it is:

- Necessary to fulfil your order or service
- Required to comply with Australian legislation
- Based on your explicit consent (e.g., marketing opt-in)
- In our legitimate interests (e.g., fraud prevention, website improvement)

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## **6. Use of Personal Information**

- Process and fulfil online orders
- Create and manage user accounts
- Communicate order updates and delivery information
- Provide customer service and respond to inquiries
- Send marketing offers, product updates, and newsletters (where consented)
- Improve website functionality and user experience
- Comply with legal and regulatory obligations

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## **7. Payment Information**

All payment transactions are processed securely via trusted third-party payment gateways (e.g., Stripe, PayPal). We do not store your full payment card details on our servers.

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## **8. Disclosure of Personal Information**

We may disclose your personal information to:

- Payment processors, shipping partners, and IT support providers
- Customer service platforms and analytics services
- Government authorities if legally required
- Marketing platforms (only with your prior consent)

All third parties must comply with Australian privacy laws or equivalent standards.

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## **9. Overseas Disclosure**

Some services (e.g., cloud hosting, email platforms) may store data outside Australia. Where this occurs, we take reasonable steps to ensure compliance with APP 8 (cross-border disclosure).

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## **10. Data Security**

- Secure SSL encryption during checkout
- Role-based access controls
- Secure account login and password storage
- Regular data backups and system monitoring

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## **11. Access, Correction & Deletion**

You can access, correct, or request deletion of your personal information by contacting us directly. Account holders can also manage details through their user dashboard.

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## 12. Cookies & Analytics

We use cookies to enhance functionality, track usage patterns, and tailor marketing. You may adjust browser settings to manage cookie use. Use of cookies is transparent and in line with APPs.

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## 13. Marketing & Communication

You may choose to receive marketing emails or SMS from us. These communications are:

- Only sent with your consent
  - Include opt-out links in every message
  - Managed in compliance with the Spam Act 2003 (Cth)
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## 14. Retention of Information

We retain customer data only for as long as necessary for business and legal purposes, after which it is securely deleted or anonymised.

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## 15. Complaints & Dispute Resolution


If you believe your privacy has been breached, please contact us in writing. We will respond within 30 days. If unresolved, you may contact the Office of the Australian Information Commissioner (OAIC).

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## 11. Contact Details

If you have any questions about this policy or require assistance, please contact us:

 [info@ecoshield.com.au](mailto:info@ecoshield.com.au)

 08 8185 7148

 [www.ecoshield.com.au](http://www.ecoshield.com.au)