

Privacy Policy

Last updated: 1 March 2024

True Blue Garden Centre ("we," "us," or "our") is committed to protecting the privacy of our customers and website visitors. This Privacy Policy outlines how we collect, use, disclose, and manage personal information in accordance with the Australian Privacy Act 1988 (Cth) ("Privacy Act").

1. COLLECTION OF PERSONAL INFORMATION

We may collect personal information from you when you:

- Make a purchase or an order in-store or online.
- Sign up for our newsletter or marketing communications.
- Contact us via email, phone, website or social media.
- Participate in surveys, contests, or promotions.
- Browse our website, including through the use of cookies and similar technologies.

The types of personal information we may collect include:

- Name
- Contact information (e.g. email address, phone number, mailing address)
- Payment information (e.g. credit card details)
- Purchase history
- Demographic information (e.g. age, gender)
- Feedback and reviews

2. USE OF PERSONAL INFORMATION

We may use personal information for the following purposes:

- Process and fulfill orders, including delivery and returns.
- Communicate with you regarding your orders, inquiries, or requests.
- Send you marketing communications, promotions, and special offers.
- Conduct research, surveys, or analysis to improve our products and services.
- Customise your experience on our website and personalise content.
- Comply with legal obligations and resolve disputes.

3. DISCLOSURE OF PERSONAL INFORMATION

We may disclose personal information to third parties for the purposes described above, including:

- Service providers and vendors assisting with website hosting, payment processing, and order fulfillment.
- Marketing and advertising partners to send promotional materials on our behalf.
- Legal and regulatory authorities to comply with applicable laws, regulations, or legal processes.

We take reasonable steps to ensure that third parties handle personal information in a manner consistent with this Privacy Policy and the Privacy Act.

4. DATA SECURITY

We implement appropriate technical and organisational measures to protect personal information from unauthorised access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

5. ACCESS AND CORRECTION

You have the right to access and correct your personal information held by us. If you would like to review, update, or delete your personal information, please contact us using the contact details provided below.

6. COOKIES

Our website may use cookies and similar technologies to enhance your browsing experience and collect information about how you interact with our website. You can manage your cookie preferences through your browser settings.

7. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting the revised Privacy Policy on our website.

8. CONTACT US

If you have any questions, concerns, or complaints about our Privacy Policy or our handling of personal information, please contact us at:

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