



PRIVACY POLICY

Eco Alternative (ABN 48 488 245 415)

Website: ecoalternative.com.au

Version 1.0

Last updated: 8/3/26

Eco Alternative (“we”, “us”, “our”) values your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, store, disclose, and protect your information when you visit our website, create an account, or purchase our products.

We comply with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**. We also adopt best-practice standards consistent with international privacy frameworks (including GDPR and CCPA) to support visitors from outside Australia.

By using our website or providing personal information to us, you agree to this Privacy Policy.

1. Scope & Definitions

1.1 Scope of this Policy

This Policy applies to:

- Our website: ecoalternative.com.au
- Online purchases and account registration
- Customer support interactions
- Email communications and marketing
- Any other services we provide

1.2 Definitions

- **Personal Information:** Information about an identified individual or someone reasonably identifiable.
 - **Services:** Any online or offline services provided by Eco Alternative.
 - **You / your:** Any individual interacting with Eco Alternative.
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2. Information We Collect

We collect personal information when it is reasonably necessary for our business operations or as required by law.

2.1 Information You Provide to Us

- Full name
- Email address
- Phone numbers
- Business names (where applicable)
- Trading names (where applicable)
- Billing address
- Delivery address
- Attention or contact names
- Account login details (securely stored and encrypted)

2.2 Information Collected Automatically

Through cookies, analytics tools, and your device, we may collect:

- IP address
- Browser type and version
- Device identifiers
- Pages viewed, links clicked, and user interactions
- Session duration and referrer URLs
- General geographic location (non-precise)

2.3 Transaction & Order Information

- Products purchased
- Order history
- Pricing tier (Retail, Trade, Legacy)
- Payment confirmations
- Partial card identifiers from Stripe or Live Payments
(We never receive or store full credit card numbers.)

2.4 Communication Data

- Emails and messages sent to us
- Support enquiries
- Feedback or survey submissions

2.5 Future Optional Data

Where new features are introduced that involve additional data collection or processing, this Policy will be updated accordingly and re-published with a revised date. We will not collect new categories of personal information without first updating this Policy.

3. How We Collect Personal Information

We collect information via:

- Account creation
- Online checkout processes
- Contact forms and email communications
- Customer support interactions
- Cookies and analytics
- Social media interactions
- Third-party integrations (payment, shipping, email delivery)

Where lawful and practical, you may choose to remain anonymous. However, most transactions cannot be completed without identifying information.

4. How We Use Personal Information

We use your personal information for the following purposes:

4.1 Service Delivery

- Processing and fulfilling orders
- Managing account access and pricing tiers
- Providing customer support
- Sending order updates, invoices, delivery information

4.2 Website Operation & Improvement

- Operating and maintaining our website
- Monitoring performance and troubleshooting
- Personalising user experience
- Conducting analytics and improving functionality

4.3 Payments & Fraud Prevention

- Processing secure payments via Stripe or Live Payments
- Detecting and preventing fraudulent activity
- Protecting the integrity of our systems

4.4 Marketing & Communications

- Sending newsletters or promotional content (with your consent)
- Audience segmentation and performance insights
- Transactional email communications (via SendGrid)

You may opt out of marketing communications at any time.

4.5 Legal & Regulatory Compliance

- Meeting tax, accounting, and reporting obligations
 - Responding to lawful requests from authorities
 - Handling privacy-related enquiries or complaints
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5. Legal Basis for Processing (International Visitors)

For visitors subject to GDPR-like regulations, we rely on:

- Performance of a contract
- Legitimate interests (e.g., security, analytics)
- Consent (e.g., marketing emails)
- Compliance with legal obligations

We apply these principles globally where appropriate.

6. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Enable essential website features
- Analyse site traffic and performance
- Improve user experience
- Support advertising or remarketing

You may disable cookies through your browser settings, noting that some features may not function correctly.

7. How We Share Personal Information

We only disclose personal information where necessary to operate our business, provide our products and services, or where permitted or required by law.

7.1 Payment Processing

We share necessary payment information with trusted payment processors to facilitate transactions.

These currently include:

- Stripe
- Live Payments

Additional payment processors may be used where required to support payment processing.

7.2 Email and Communication Services

We use third-party communication providers to deliver transactional communications and, where consent is provided, marketing communications.

These may include:

- SendGrid (transactional emails)
- Mailchimp or similar platforms (future marketing communications)

7.3 Analytics and Website Monitoring

We use analytics and monitoring tools to understand how visitors interact with our website and to maintain website performance, reliability and security.

These may include:

- Google Analytics
- Industry-standard website performance and monitoring tools

7.4 Shipping and Logistics Providers

To fulfil orders, we share relevant delivery information (such as name, business name, delivery address and contact details) with shipping and logistics providers where necessary to deliver goods.

These providers may include:

- courier companies and freight providers selected by Eco Alternative
- logistics providers used by our suppliers or distribution partners
- third-party freight and delivery providers operating within Australia
- Civic Transport (civic.com.au), which Eco Alternative may engage directly for certain deliveries

These providers only receive the information necessary to complete the delivery of goods.

7.5 Website Hosting and Infrastructure

Our website is hosted on the Emergent platform and may rely on associated cloud infrastructure providers to operate and maintain website functionality.

As a result, some data may be stored or processed on servers located outside Australia.

7.6 Legal and Compliance Requirements

We may disclose personal information where required or permitted by law, including to:

- law enforcement agencies
- government authorities
- professional advisers such as legal, accounting or compliance providers

We do not sell personal information.

8. International Data Transfers

Some of our third-party service providers operate globally. As a result, your personal information may be transferred to or stored in countries outside Australia.

We take reasonable steps to ensure any international disclosures comply with the Australian Privacy Principles and adopt widely accepted security safeguards.

9. Data Security

We use appropriate technical and organisational measures to safeguard your information, including:

- SSL/HTTPS encryption
- Secure servers and infrastructure
- Restricted internal access
- Regular monitoring and updates
- Industry-standard data protection practices

No online system is guaranteed to be completely secure, but we take reasonable steps to protect the information we hold.

10. Data Retention

We retain personal information:

- For as long as necessary to provide services
- To comply with legal, tax, and accounting obligations
- For internal record-keeping and operational purposes

Inactive accounts may be retained for a reasonable period unless a deletion request is made. We will take reasonable steps to de-identify or destroy personal information that is no longer required for any purpose.

11. Your Rights

Depending on your location, you may have rights to:

- Access personal information we hold about you
- Request correction of inaccurate information

- Request deletion of your data (where permissible)
- Opt out of marketing communications
- Withdraw consent
- Lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**

To exercise these rights, contact us at info@ecoalternative.com.au.

12. Children's Privacy

Our website and services are not intended for individuals under 16. We do not knowingly collect personal information from children. If you believe a child has provided information to us, please contact us at info@ecoalternative.com.au so we can remove it promptly.

13. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and recommend reviewing their privacy policies before providing any personal information.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be posted on our website with a revised "Last updated" date. Continued use of our website following an update constitutes acceptance of the revised Policy. Where changes are material, we will notify registered users by email prior to the changes taking effect.

15. Contact

To exercise your rights under this Policy, or to submit a privacy enquiry, data access or correction request, or complaint, contact:

Eco Alternative (ABN 48 488 245 415)
Email: info@ecoalternative.com.au
Website: ecoalternative.com.au

To escalate concerns, you may contact the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.