

## The Uniform Store – Privacy Policy

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**Last Updated: 04/04/2025**

At The Uniform Store, we value your privacy and are committed to safeguarding your personal information. This Privacy Policy explains how we collect, use, share, and protect your data when you interact with our website ([www.theuniformstore.com.au](http://www.theuniformstore.com.au)) and services.

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### 1. Information We Collect

We may collect the following types of information:

- Personal Information: Name, email address, phone number, shipping/billing address.
  - Order Details: Purchase history, product preferences, payment details (processed securely via Stripe).
  - Website Usage Data: IP address, browser type, device information, pages visited (collected via cookies and analytics tools).
  - Customer Communications: Emails, chat logs, feedback, or inquiries sent to our customer service team.
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### 2. How We Use Your Information

We collect and use your information to:

- Process and fulfill your orders, including payments and deliveries.
  - Provide order confirmations, shipping updates, and customer support.
  - Improve our website, products, and customer experience.
  - Send promotional offers and updates (if you opt-in to marketing communications).
  - Comply with legal obligations and prevent fraudulent transactions.
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### 3. Sharing Your Information

We do not sell or rent your personal data. However, we may share limited information with:

- Shipping Providers: (e.g., Australia Post, courier services) to ensure successful delivery of your order.

- Payment Processors: (e.g., Stripe) to securely process transactions.
  - Third-Party Service Providers: Such as analytics tools (Google Analytics) and email marketing platforms, strictly for business operations.
  - Legal Authorities: If required by law, such as for fraud investigations or legal compliance.
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#### **4. Data Security**

We take security seriously and implement the following measures:

- SSL Encryption: All transactions and personal data exchanges on our website are encrypted for security.
  - PCI-Compliant Payment Processing: Payment details are handled securely via Stripe and other industry-standard gateways.
  - Restricted Access: Only authorised personnel have access to personal data, and strict internal security protocols are in place.
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#### **5. Cookies & Tracking Technologies**

Our website uses cookies and similar tracking tools to:

- Enhance user experience (e.g., saving cart items and login preferences).
- Analyse website traffic and user behaviour via Google Analytics.
- Deliver relevant advertisements (if applicable, via third-party ad platforms).

*You can manage or disable cookies through your browser settings.*

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#### **6. Your Rights & Choices**

You have the right to:

- Access Your Data: Request a copy of the personal information we hold about you.
- Correct Your Data: Request corrections to inaccurate or outdated information.
- Request Deletion: Ask us to delete your personal data (unless retention is required for legal, tax, or fraud prevention reasons).
- Opt-Out of Marketing: Unsubscribe from promotional emails at any time via the “unsubscribe” link or by contacting us.

## 7. Data Retention Policy

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy, including legal, tax, and business record-keeping requirements.

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## 8. Changes to This Policy


We may update this Privacy Policy from time to time to reflect changes in legal requirements, business operations, or security practices. The latest version will always be available on our website.


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## 9. Contact Us

For any privacy-related inquiries, data access requests, or concerns, please contact us:

 Email: [contact@theuniformstore.com.au](mailto:contact@theuniformstore.com.au)

 Phone: 0448 441 271

 Returns Address: Please contact us for the appropriate return address.