

PRIVACY POLICY

Last updated: 03 July 2024

Pet City is committed to ensuring that your privacy is protected. All information that we collect is done so in accordance with the Australian Privacy Act 1988 and Australian Privacy Principles amendments of 2014.

This Privacy Policy applies to PetCo Animal Suppliers Pty Ltd ACN 087 944 161 and its subsidiaries, related brands, entities and digital services (Pet City, we, us or our). Please note that this privacy policy applies to any personal information or data gathered through the use of any websites or mobile applications that we own and control and that link to this policy. PetCo NewCo Pty Ltd ACN 675 432 783 trading as Pet City is a subsidiary of PetCo Animal Suppliers Pty Ltd ACN 087 944 161.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

This privacy policy sets out what information that Pet City collects, how and why we collect this information, and your rights to access this information.

When you provide your personal information to us by any means, including through your use of our website, you agree to the terms outlined in this Privacy Policy.

You may choose to not provide us with your personal information, however, in doing so, we may not be able to provide you with some of our services.

If you have any questions regarding this Privacy Policy, please contact us by:

sending a letter to the Privacy Officer, Pet City, 626 Pittwater Rd Brookvale, NSW 2100 and/or,

sending an email to info@PetO.com.au

What information we may collect

Pet City only collects the personal information required for our activities and services. This includes information that you directly provide to us, other information that we may collect

from you, and information provided via third parties. Pet City may collect the following information:

- name
- date of birth
- residential address
- email addresses
- contact telephone numbers
- testimonials or opinions
- your pet's name and details
- photos or video recordings of you that have been taken in store, including CCTV footage of the interior and exterior areas of our stores
- records of your written or verbal contact with us, including voice recordings of telephone conversations you have had with us
- your animal's health information, conditions, or veterinary treatment details
- CV details and work experience if you have applied for an employment position

In addition to the information that you provide to us directly, we may collect information about you or your activities from our related brands, entities, business partners, and digital services. This could include demographic information, interests, and shopping preferences.

If you are a member of our database and provide your information during checkout in store or online, we will collect your purchase history including usage of coupons or store credit.

When you visit our website, we may automatically collect the following information via cookies, tags, and pixels. These are used to record information about how you browse our website:

- your web browser type and version
- device type
- IP address
- time zone
- device location
- web pages or products that you view
- websites or search terms referred you to the site
- information about how you interact with the site

Our use of Cookies

Cookies are data files that are placed on your device or computer and often include an anonymous unique identifier. Cookies help to provide additional functionality to the site which may include the following:

Cookies to help you in your use of the site. These cookies store information for you during your visit(s) such as whether you are logged in or not, which products that you have in your cart and which store or delivery postcode you have previously selected to display relevant inventory.

We use additional cookies and other tracking technologies by third party vendors, including Google Analytics, Google Ads, Microsoft, HubSpot & Meta to collect information about visitors to our website and to provide marketing and advertising based on visitor behaviour.

Google uses the data collected through Google Analytics and Google Ads to provide advertising for our services based on users' interests and browsing behaviour. We comply with Google's policies, including the Google Ads policy for personalised advertising, the Google Analytics terms of service, and the Google Privacy Policy. No Personally Identifiable Information is made available to Google Analytics.

You can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>

You can opt-out of Google and other interest-based advertising via:

Google's My Ad Center page: <https://myadcenter.google.com/home>

The Network Advertising Initiative opt-out page. <https://optout.networkadvertising.org>

The Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>

Google Analytics opt-out at: <https://tools.google.com/dlpage/gaoptout>

How we may collect your personal information

We only collect personal information for purposes that are directly related to our business activities, and only when it is necessary for or directly related to such purposes.

We may collect information from you when you:

visit our website or stores

make a purchase from us online or in store

contact us by telephone, mail, email, online or by any digital form or social media

engage with us as a supplier or contractor

utilise our vet services

create an account with us online

provide your details to us during an event

enter a competition with us

engage with us on our social media pages

provide feedback via customer surveys or reviews

join our loyalty programme such as PetO Pals, Puppy & Kitten Club, Pet Pals, Pet City Club Members or Complete Care

apply for a job with us and/or

make a complaint or legal/ liability claims against us

Why we may collect your personal information

We may use your personal information for several purposes, including (including but not limited to):

identifying you and any records relating to your pet or animal

providing you with the products and services you have requested

managing your requests for products and services including delivery, processing payments, providing refunds, discounts, and incentives

developing and improving the products and services we offer

maintaining and improving customer services and seek your feedback, including conducting product and market research and analysis

improving our operational processes

providing you with general healthcare information about your pet or animal

contact you in the event of an emergency (for example, if your pet or animal is sick or hospitalised)

sending you reminders concerning the health care of your animal

marketing our products and services

collecting information from your computer through the use of cookies

complying with any legal obligations or governance requirements

facilitating your interaction with us on our website

considering any application for employment made by you

meeting our legal obligations and to notify you of matters that we are required to do so by law (such as product recalls)

interacting with Regulators or other Government agencies

managing and resolve any legal or commercial complaints and issues

investigating fraud and to carry out loss prevention activities

as part of buying or selling our businesses and/or

carrying out internal functions including training

CCTV footage is primarily used to monitor and enhance the security of our stores, their assets, and the safety of our customers and staff. CCTV footage may also be utilised for staff training purposes to improve customer service.

Unless required for security reasons, such as investigating incidents or suspicious activities, we do not use CCTV footage to personally identify individuals.

How we may disclose your personal information

While conducting our business and providing our products and services to you, we may disclose your personal information in certain circumstances including the following:

to third parties where you consent to the use or disclosure; and

where required or authorised by law

If we engage third party agents or contractors, we will take all reasonable steps to ensure that they do not breach privacy requirements in relation to the information, before we share your personal information with them.

Who we may disclose your personal information to

We may disclose your personal information to:

our employees, agents or contractors as required

our business affiliates or related entities

any overseas affiliates (such as insurers or superannuation administrators) and other organisations engaged to assist Pet City in human resource administration or to provide employee benefits

professional advisers (such as lawyers, accountants, auditors) to the extent that is reasonably required

advertising, marketing and promotional agencies which we engage

payment systems operators and financial institutions

debt collectors

third party service providers that provide us with communication (e-mail) or data storage services

technology services including application, development and technical support, processing, storing, hosting and data analysis

administrative services, including mailing services, printing, archival and contact management services

third party agents or contractors with whom we contract in the ordinary course of business

organisations authorised by Pet City to conduct promotional, research or marketing activities

upon lawful request from law enforcement agencies or government authorities and/or

any persons acting on your behalf including those persons nominated by you, executors, trustees and legal representatives

In all circumstances where your personal information is disclosed, we will take all steps reasonable to ensure that those third parties undertake to protect your privacy. Except as set out in this Privacy Policy, your personal information will not be passed to third parties without your consent.

Disclosure & Storage of information outside Australia

In some circumstances, Pet City may disclose your personal information to overseas recipients. Our service providers are mainly located in Australia, however from time to time we may need to engage a service provider in another country. We may also be required to report to regulatory authorities, within or outside of Australia, as required by law.

We use IT and data service providers to send your personal information overseas for the purposes of data storage and hosted management systems. As a result, your personal

information may be transferred to, and stored at, a destination outside Australia. By providing us with your personal information, you are agreeing to the disclosure of your personal information to third parties operating outside of Australia. Pet City will take all reasonable steps to ensure that any personal information we disclose overseas is handled in accordance with the law.

Your personal information may be stored in a secure and/or encrypted form overseas such as data storage and cloud computing facilities operated by us or by third parties on our behalf.

We may make use of third-party platforms and services to process sales, provide web support, send marketing messages, deliver products, or otherwise provide data storage and processing services. These services are hosted and managed by organisations other than us, and some of these services are hosted overseas. These services may also involve geographic locations which change from time to time which include data protection and processing efficiency. Where these services are used by us, it may not be practicable for us to notify you of which country your personal information may be located in.

How you can access or correct your personal information

You can request access to the personal information we hold about you at any time, and we will provide you with that information unless we are prevented by law from giving it to you. If we are unable to give you access to the information you have requested, we will give you reasons for this decision when we respond to your request.

You will not be charged for accessing your information, although we might have to charge the reasonable cost of processing your request, including photocopying, administration, and postage. We will advise you of any fee payable before we process your request. If there are any circumstances that may restrict your access to this information, then reasons for denying such access will be explained in accordance with our obligations.

If you believe that your personal information is not accurate, complete, or up to date, please contact please write to:

Privacy Officer, Pet City, 626 Pittwater Rd Brookvale, NSW 2100 and/or,

info@PetO.com.au

If you consider your privacy concerns have not been resolved satisfactorily by us, or you wish to obtain more information on privacy requirements, you can contact the Office of the Australian Information Commissioner on 1300 363 992 or visit their website at <https://www.oaic.gov.au>.

