



Privacy Policy

This Privacy Policy applies to the collection, use, disclosure and handling of personal information by Sniip (collectively “Sniip”, “us” or “we”) including personal information collected via our website www.sniip.com and our mobile application (the Sites).

We understand that your privacy is important to you and Sniip is committed to protecting the privacy of individuals and is bound by the Australian Privacy Principles, the Privacy Act 1988 (“the Act”). We will only collect, use or disclose personal information in accordance with the Act and this Privacy Policy. By submitting personal information, you consent to Sniip’s use of such personal information as described herein. Please see our terms of use for more information about our on-line terms and policies in general.

What personally-identifiable information is collected?

Sniip collects personal information on certain areas of the Sites when users register, register for Sniip.com newsletters and alerts, sign up for conferences and events, and participate in user posting areas (such as bulletin boards, discussion forums and surveys). The personal information we collect about you may include (but may not be limited to) your name, date and place of birth, contact details, occupation and education/work history, employer, industry areas of interest and information relating to your dealings with Sniip and our clients. For recruiting purposes, the information collected may include personal information that you include on your resume and information that you submit as part of your application. In addition, Sniip collects certain information that you do not visibly enter, such as your Internet Protocol (IP) address, browsing pattern on the Sites, click stream data, HTTP protocol elements, and the status of cookies placed on your computer by Sniip.

How may Sniip use my personally-identifiable information?

Sniip may use your person information to fulfil your requests for information, publish your letters to the editor or comments, process your requests to participate in conferences and events, evaluate any job applications, for its own internal recruiting purposes, distribute newsletters and alerts to you, and for such other purposes as you may initiate or request. We may keep any of your person information on file and use it to contact you.

How are cookies used?

Cookies are small packets of information that are stored by your web browser. They are put on your web browser by the websites that you visit. These packets of information do not contain personal information about you but they do allow us to know if you visit the same website twice or if you visit related websites.



The laws in many European Union countries require you to provide a form of consent before cookies are placed on your web browser unless the cookie is necessary for the website to work.

There is no agreed standard for how companies comply with these laws. We do the following:

- We only use cookies where they are necessary for our services or where you have provided your express or implied consent.
- We respect your wishes, and you can inspect, delete, or block any cookies used by us by selecting the appropriate control in your web browser.
- We support technologies that have been developed and are being developed for your web browser that allows you to be more selective about the cookies that your web browser will accept.

What “cookies” are used for on this Website?

Sniip uses cookies to identify you and your interests and to track your use of the Sites. We also use cookies to control access to certain content on our Sites and to process any requests that you make with us.

To administer our Website and for research purposes, Sniip has also contracted with third parties to track and analyse anonymous usage and volume statistical information from our visitors and members. Such information is shared externally only on an anonymous, aggregated basis. These third parties use persistent cookies to help us to improve the visitor experience, manage our Sites content, and track visitor behaviour.

Sniip has also contracted with a third party to send e-mail to our registered members. To help measure and improve the effectiveness of our e-mail communications, the third party sets cookies. All data collected by this third party on behalf of Sniip is used solely by or on behalf of Sniip and is shared externally only on an anonymous, aggregated basis.

More specifically, Sniip places the following cookies:

Cookie	Cookie Purpose	Nature of Cookie	Cookie Type	Approval Method
Web Analytics	Google Analytics: tracks each user's amount of visits, and the time of the first, the previous,	First Party	Permanent	Implied Client



and the current visit

Web Analytics	Google Analytics: tracks how long you stay on a site - when a visit starts and approximately ends	First Party	Permanent	Implied Consent
Web Analytics	Google Analytics: tracks where a visitor came from (e.g. search engine, search keyword, link)	First Party	Permanent	Implied Consent
Device Identification	Identify your device (e.g. computer, phone, tablet PC) so that content is delivered in the correct format	First Party	Session	Strictly Necessary
Language Identification	Identify your language preferences when navigating the website	First Party	Session	Strictly Necessary
Server Identification	Identify the Server which served the request	First Party	Session	Strictly Necessary
Server Identification	Identify the Session which is currently used for maintaining your log-in; even if they are logged in or not	First Party	Permanent	Strictly Necessary
User Identification	Identify the Sites User and grant access to the user's account	First Party	Permanent	Strictly Necessary
Print Specification	Identify what pages the user wants to print	First Party	Session	Strictly Necessary



Web analytics	Used in connection with embedded videos delivered by YouTube to track anonymous information about the videos played, including the number of visitors and where visitors originated	Third Party	Temporary	Implied Consent
Session tracking	Used in connection with embedded videos delivered by YouTube to track problems encountered with the video player and improve performance	Third Party	Session	Implied Consent

Definitions:

- ❑ “First Party” Cookie – A cookie placed by this Website
- ❑ “Third Party” Cookie – A cookie placed by another domain (e.g. not this Website)
- ❑ “Permanent” Cookie – The cookie information is permanently stored on your device
- ❑ “Temporary” Cookie – The cookie information is stored for a defined period on your device (e.g. six months)
- ❑ “Session” Cookie – The cookie information is temporarily stored in your web browser’s memory
- ❑ Implied Consent – You are deemed to have given your consent by continuing to use this Website after having had this privacy policy made available to you
- ❑ Explicit Consent – You specifically agree to the use of cookies after having had this privacy policy made available to you
- ❑ “Strictly Necessary” Cookies – These cookies are required so the Website can function. No consent is required

We don't seek to collect your personal information, and, where we do collect it, we strive to anonymise your personal information as soon as practicable.

Mobile Application

In connection with the Sniip application that is available for mobile devices, Sniip may use third-party services to track and analyse non-personally identifiable user activity in order to fix errors, monitor usage, and improve the performance of the applications. In



addition, our mobile application may include integration with various social-networking sites, including Facebook, Pinterest, Instagram, Google+, LinkedIn, and Twitter. If you enable and use these features within an application, the extent to which your activities and information are governed by the relevant user agreement you have in place with such a third party.

Why do we need to collect your personal information in the Sniip app?

The personal information that we ask for is generally used to provide goods or services to you, or to enable you to participate in our business activities, including:

- Creating and fulfilling orders, including pre-orders, Click & Collect orders, home deliveries, providing you with order status updates, transaction records, agreements for the sale of goods or services and tax invoices through our retail partners;
- Fulfilling our obligations to you for the goods and services that you have purchased or requested from our retailer partners;
- Complying with any applicable laws, regulations and directions given by regulators or government authorities;
- Providing your personal information to third parties who assist us in providing goods and services you have requested, such as third party service providers;
- Advising you of new goods and services, including for marketing and re-marketing purposes;
- Enabling you to take part in competitions and promotions and notifying you about competition results and special offers, which might interest you;
- Communicating and responding to questions and complaints raised and to provide you with information or advice;
- Administering marketing, budgeting, fraud and loss prevention activities, procurement & development of goods and services to continually bring you the best goods and services that can be provided by Sniip and our retail partners; or
- Assessing your suitability for a role you are applying for, if you are seeking employment, we collect information to assist with the recruitment and selection process.

If we are unable to collect your personal information

- Generally, you have no obligation to provide any information requested by us. If you choose to withhold requested information we may not be able to provide you with the goods and services that depend on the collection of that information, particularly if the collection of that information is required by law;



- We may be unable to contact you to provide information about goods and services that you have purchased or requested from us;
- We may be unable to tailor the content of our marketing communications and thereby impacting your experience when shopping with us;
- You may experience delays or inefficiencies when interacting with us as we do not have all the relevant information at hand; or
- If you are seeking employment with Sniip, we may not be able to process your application.

Newsletters and Alerts

By registering for recurring Sniip newsletters or alerts, you agree to receive on occasion other correspondence from Sniip related to the subscribed newsletters and other Sniip news and information that you consented to receive during registration. This type of information is shared externally only in an anonymous, aggregated form for generalized user analysis or to enable third party agents to send e-mails to you on our behalf. You will be contacted by e-mail or otherwise only by Sniip or its agents.

We ask for your e-mail address at registration. We will send e-mails to this address to confirm your registration, to provide newsletters or alerts and to contact you for any other reason. In addition, we may contact you regarding your account status. If you sign up to receive any of our newsletters, alerts, or surveys, you may on occasion receive other correspondence from Sniip. Your e-mail address will not be shared with any third party other than an agent who has agreed to send e-mails on our behalf.

The Sites also includes a feature that enables Sniip to send links to its content through e-mail at our users' request. The e-mail address(es) that you supply in connection with this service will be used only to send the requested content. They will not be stored or reused for any purpose.

Is personally-identifiable information disclosed to third parties?

Sniip shall not intentionally disclose or transfer (and shall take reasonable steps to prevent the unauthorized or accidental disclosure of) your personally-identifiable information to third parties (i.e., persons or entities that are not affiliates of Sniip) without your consent, whether for such third parties' marketing purposes or otherwise, except as follows. Sniip may provide access to your personally-identifiable information to third party vendors engaged by Sniip to provide services related to the Sites; provided that such vendors will first agree to maintain the strict confidentiality of such information and provide the same level of data security as provided by Sniip. These include retailers and suppliers such as Dick Smith etc. Sniip may also be compelled to surrender personal user or customer information to legal authorities without express



user consent if presented with a court subpoena or similar legal order, or as required or permitted by the laws, rules, and regulations of any applicable jurisdiction. Also, in the event of a violation of the Terms of Use of or any other terms on the Sites, including but not limited to a violation of any restrictions on use of materials provided in or through the Sites, Sniip may disclose personal user information to affected parties and legal authorities in furtherance of potential or on-going legal proceedings.

Surveys

If you participate in a survey, all of our research results are reported as totals or in other aggregated form, and no information about you as an individual respondent is made public.

User forums

You should be aware that whenever you publicly disclose information online, that information could be collected and used by others. Sniip is not responsible for any action or policies of any third parties who collect information that users publicly disclose in any such forums on the Sites.

Link to third-party sites

Sniip may provide links to third-party Websites or information as a service to our users. If you use these links, you will leave the Sites. Such links do not constitute or imply an endorsement, sponsorship, or recommendation by Sniip of the third party, the third party website, or the information contained therein, and Sniip shall not be responsible or liable for your use thereof. Such use shall be subject to the terms of use and privacy policies applicable to those sites.

How can I access, change, and/or delete information?

You may access, correct, update, and/or delete any personally-identifiable information that you submit to the Sites. You may also unsubscribe from mailing lists or any registrations on the Sites. To do so, please either follow instructions on the page of the Sites on which you have provided such information, subscribed or registered or contact us at the address provide at the bottom of this Privacy Policy.

Complaints

If you have any questions or concerns about our collection, use or disclosure of personal information, or if you believe that we have not complied with this Privacy Policy or the Act, please contact us as set out below. The Privacy Officer will investigate the complaint and determine whether a breach has occurred and what action, if any, to take. When contacting us, please provide as much detail as possible in relation to the query, issue or complaint.



We will take any privacy complaint seriously. We will aim to resolve any such complaint in a timely and efficient manner, and our target response time is 30 days. We request that you cooperate with us during this process and provide us with relevant information we may require.

We expect our procedures will deal fairly and promptly with your complaint. However, if you remain dissatisfied, you can also make a formal complaint with the Office of the Australian Information Commissioner (which is the regulator responsible for privacy in Australia):

Office of the Australian Information Commissioner (OAIC)

Complaints must be made in writing

Phone 1300 363 992

Director of Compliance

Mail Office of the Australian Information
Commissioner

GPO Box 5218

Sydney NSW 2001

Website www.oaic.gov.au

Security

Sniip has implemented generally accepted standards of technology and operational security in order to protect personally-identifiable information from loss, misuse, alteration, or destruction. Only authorized Sniip personnel and third party vendors are provided access to personally-identifiable information, and these employees and vendors are required to treat this information as confidential. Despite these precautions, Sniip, however, cannot guarantee that unauthorized persons will not obtain access to your personally-identifiable information.

Trans-border hosting and transfer of information

Personally-identifiable information collected on the Sites may be transferred from time to time to Sniip offices or personnel, or to third parties, located throughout the world, and the Sites may be viewed and hosted by Sniip or its vendors anywhere in the world, including countries that may not have the same data protection laws than what is found



in your country of residence. By using the Sites and registering such information on it, you voluntarily consent to such trans-border transfer and hosting of such information.

Date Retention Policy

Sniip stores personally-identifiable information for various purposes as notified to you in this policy. For each of these different purposes, Sniip only retains the personally-identifiable information for so long as it is serving its notified purpose.

More specifically, Sniip retains personally-identifiable information for:

System	Data Retention Purpose	Retention Period
Sniip.com & Sniip App	Your contact details will be collected for the purpose of registering for the event.	6 months after the event– Your contact details will be retained for the duration of the event and 6 months thereafter to assist with organizing the event.
Sniip.com & Sniip App	User forums and boards – To provide an environment for the open exchange of ideas.	Indefinitely - Any personally-identifiable information made publicly available on user forums or boards will remain available indefinitely.
Sniip.com & Sniip App	Contact details for submitted comments or contact us inquiries	Indefinitely – Any personally-identifiable information will be retained for contacting purposes only.
Sniip Retention Program	Retain job candidate contact details for individuals whose personal data has been collected by a third party (e.g. recruiter, resume book, employment website...)	7 Years – If a job candidate has given consent to the third party to collect their personally-identifiable information for employment purposes, then Sniip will retain their contact details until either instructed to delete the information by the job candidate or 7 years of inactivity has passed. Once the 7 years has passed, Sniip will ask the job candidate if they wish to keep their account active. If the answer is



		no or if there is no answer at all, the account will be deleted.
Sniip.com & Sniip App	Retain contact details for distribution of Sniip Newsletter and Alerts	Indefinitely – Once registered, the user will continue to receive Sniip Newsletters and alerts unless they ask to no longer receive delivery of email or the periodical
Sniip.com & Sniip App	Retain contact details for submitted customer service comments	Indefinitely – Any personally-identifiable information submitted as part of an inquiry.
Sniip.com & Sniip App	Retain contact details for submitted comments	Indefinitely – Any personally-identifiable information is either published with the article or stored with the article.

Children

Sniip understands the importance of protecting children's privacy, especially in an on-line environment. The Sites are not designed for or directed at children 16 years of age or younger, and Sniip will not intentionally collect or maintain information about anyone under this age.

Consent; changes to privacy policy

By using the Sites, you consent to the collection, use, and storage of your information by us in the manner described in this Privacy Policy and elsewhere on the Sites. We reserve the right to make changes to this Privacy Policy from time to time. We will alert you to any such changes by updating this Privacy Policy. This Privacy Policy was last updated on 15 April, 2015.

Contact our privacy department

If you have any questions about our Privacy Policy or if you require any assistance in navigating or reading the materials on the Sites or any other Sniip Sites, please contact us at our head office - info@Sniip.com