



me mo books Privacy Policy

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Who we are

We are **Little Village Books Pty Ltd** (ACN 244 240 031), trading as **me mo books** (ABN 416 244 240 031) (referred to below as **we, us** and **our**).

Our website address is memobooks.com.au. We can be contacted by emailing hello@memobooks.com.au.

Privacy Policy

Even though we are not subject to the Privacy Act 1988 (Cth) (**Privacy Act**), the privacy of our customers, account holders and subscribers is important to us. We will collect, use and disclose the personal information of our customers, account holders and subscribers in accordance with this Privacy Policy.

We may change this Privacy Policy from time to time. The latest Privacy Policy is available at memobooks.com.au or by contacting us.

Please note: our website may include embedded content (e.g. videos, images, articles). Embedded content from other websites behaves the same as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content.

What personal information we collect and how we collect it

Personal Information includes information about an individual who is reasonably identifiable from that information. For example, if you:

- subscribe to receive news about me mo books, we will collect your name and email address
- leave comments on our website, we will collect the data in the comments form, your IP address and browser user agent string to help with spam detection

- use a Gravatar and make a comment, “like” etc, your email address may be provided to the Gravatar service to see if you are using a Gravatar. See <https://automattic.com/privacy> for more information about privacy and the Gravatar service. After approval of your comment etc, your Gravatar profile picture and other public profile information will be visible to the public on our website
- make a purchase online or set up an online account, we will collect your name, contact details, order details, credit card/payment details and delivery address. If you set up an online account, we will also collect your user name and password
- provide information via me mo books social media pages such as your name or contact details, we will collect that information
- send us an enquiry or provide us with feedback, we will collect your name, contact details, details of your enquiry or feedback and information about our response.

Our website uses cookies. For example, if you:

- leave a comment on our website, you may opt-in to saving your name, email address and website in cookies. This is for your convenience so you do not have to fill in your details again when you leave another comment
- have an account and you log into our website, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser
- log in, we will also set up several cookies to save your login information and your screen display choices
- browse our website, we will keep track of cart contents while you are browsing

Third parties, including Facebook, may use cookies, web beacons and other storage technologies to collect and receive information from our website and elsewhere on the Internet and use that information to provide measurement services and target ads. To find out more about your options in relation to the collection of information for this purpose and this type of advertising, visit <https://www.oaic.gov.au/individuals/privacy-fact-sheets/general/privacy-fact-sheet-4-online-behavioural-advertising-know-your-options>.

Why we collect personal information

Main Purposes

The main purposes for which we collect, hold, use and disclose personal information are:

- processing transactions online, including calculating taxes and shipping, and delivering products and services
- promoting me mo books and its products and services, including through direct marketing, events and competitions, public relations and social media
- performing research and other analysis, including for customer satisfaction and product and service improvement purposes
- helping us tailor existing products or develop new products, services or offers, and to help us selectively target promotional offers and opportunities
- answering queries, resolving complaints and responding to social media
- setting up your online account for our store
- general planning and administration

We may also collect, hold, use and disclose personal information for other purposes explained at the time of collection or which are required or authorised by or under law, and for which you have provided consent.

Direct marketing and opting out

By providing your address, email address and telephone numbers to me mo books, you consent to us contacting you for the above purposes. We may contact you in a variety of ways, including by email, social media, SMS or telephone. You can opt out of being contacted by:

- contacting us by email; or
- using the unsubscribe facility that we include in our electronic messages to opt out of receiving those messages.

Email and mobile communication

If you provide us with an email address or mobile phone number, you consent to electronic communication such as notices or reminders being sent to you via that address or number.

Who we may share your personal information with

We may share your personal information with third parties where appropriate for the purposes set out above, including:

- financial institutions or payment gateway processors for payment processing
- me mo books contracted service providers or partners, including: delivery and shipping providers and information technology service providers
- regulatory, investigative or government bodies to comply with laws

In particular, we may share information, including your personal information, with:

- Mailchimp, for the purposes of managing our customer database and providing marketing and other communications (such information being, name, mobile number and email address). Please see the Mailchimp privacy policy at <https://mailchimp.com/legal/privacy/> for more information.
- Mailchimp, for the purposes of repopulating the contents of your cart if you switch devices or need to come back another day (such information being, email and cart contents). Please see the Mailchimp privacy policy at <https://mailchimp.com/legal/privacy/> for more information.
- Payment gateway providers, in particular, Square and PayPal, through whom we accept payments, for the purposes of processing transactions (such information being, cart, checkout and ordering information). Please see the Square AU Pty Ltd privacy policy (<https://squareup.com/au/legal/privacy>) and the PayPal privacy policy (<https://www.paypal.com/au/webapps/mpp/ua/privacy-full>) for more information.
- Google, for the purposes of maintaining a uniform presentation of our website (such information being your IP address). Please see <https://policies.google.com/privacy> for more information.
- Google, for the purposes of analysing traffic to our website. Please see www.google.com/policies/privacy/partners for more information.

- Facebook, for the purposes of matching information you provide on our website (email address and name) with your Facebook account. Please see <https://www.facebook.com/policy.php> for more information.

These third party providers may undertake some data analytics tasks and use cookies. They may also store your personal information in places outside Australia due to the location of their servers and use of cloud based services. For more information, please refer to their privacy policies at the links above.

We may ask one of these third parties to contact you directly for a specific purpose, and provide us with information collected from you in the course of providing the relevant products or services.

Data quality and security

We hold personal information in a number of ways, including in printed documents at me mo books' office, electronic databases and email contact lists. We take reasonable steps to:

- ensure that the personal information that we collect, use and disclose is accurate, up to date and complete and relevant
- protect the personal information that we hold from misuse, interference and loss and from unauthorised access, modification or disclosure
- destroy or permanently de-identify personal information that is no longer needed

You can help us keep your information up to date, by letting us know about changes to your details.

The steps we take to secure personal information include website protection measures. We cannot however guarantee the security of information you disclose online: you disclose that information at your own risk. If you are concerned about sending your information online, you can contact me mo books via email. You can also help protect your personal information by keeping your account details confidential. If you become aware of a security breach, please contact us.

Access and correction

Please contact us if you wish to access or correct the personal information we hold about you. We may ask you to verify your identity before processing any such requests.

We will generally provide you with access to your personal information within a reasonable time, subject to some exceptions. We will also generally provide access in the manner that you have requested (eg by providing photocopies or allowing a file to be viewed), provided it is reasonable and practicable for us to do so. We may however charge a fee to cover our reasonable costs of locating the information and providing it to you.

If you ask us to correct personal information that we hold about you, or if we are satisfied that the personal information we hold is inaccurate, out of date, incomplete, irrelevant or misleading, we will take reasonable steps to correct that information within a reasonable time. If we correct personal information about you, and we have previously disclosed that information to another agency or organisation that is subject to the Privacy Act, you may ask us to notify that other entity. We will take reasonable steps to do so, unless impracticable or unlawful.

Complaints or questions

If you would like further information about your privacy, or our Privacy Policy, or if wish to lodge a complaint, please contact us.