



PRIVACY POLICY

The purpose of this policy is to summarise the obligations and principles, which Synchro Marketing has undertaken in order to control and protect personal and private information and comply with the following Australian and International Laws:

- a. Privacy Act 1988 (AU)
- b. SPAM Act 2003 (AU).

Generally, we use the information we collect about you for two purposes:

1. to facilitate your participation in Burson Rewards and
2. to create a better, more personalised experience for you.

Our electronic commerce and privacy standards are derived from the world's best business practices and we abide by the following principles:

Information Collection and Use

There are several ways in which we collect personal information. As much as possible, we will collect your information directly from you by means of registration, completion of forms, surveys or emails, as part of an order for products or services, inquiries and in situations in which you have chosen to provide the information to us.

To enable us to successfully manage Burson Rewards we may also collect personal information from Burson Auto Parts, or your employer, such as your employment details, work contact details and performance results.

If we collect details about you from someone else, we will, whenever possible, make sure you know we have done this and why. If at any time you would like to correct this information, please contact info@BursonRewards.com.au.

When you register with Burson Rewards and sign in to the website, app or access email communications, you are not anonymous to us. We only collect information that is necessary for what we do. For example, we require address details to distribute rewards earned through Burson Rewards.

Burson Rewards automatically receives and records information from your computer and browser, including your details, IP address, cookie information, software and hardware attributes, and the page(s) you access to:

- a. improve our services, website and online experience
- b. provide reporting for internal use and Burson Auto Parts.

If you do not wish for information to be collected through the use of cookies, you can disable, remove or block the use of cookies in your internet browser.



Information Sharing and Disclosure

To be clear, the information we collect is shared with Burson Auto Parts.

We do not rent, sell, or share personal information about you with other people or non affiliated companies except to effectively manage the program and provide products or services you've requested, when we have your permission, or under the following circumstances:

- We provide the information to trusted partners who work on behalf of or with Synchro Marketing or Burson Auto Parts under confidentiality agreements. These companies may use your personal information to distribute Reward Claims, or personalised communications. However, these companies do not have any independent right to share this information.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims.

We do not transfer personal information to overseas recipients. If we are ever in a position where we may need to transfer your personal information to an overseas recipient, where practical, we will notify and seek inferred or expressed consent from you and ensure the foreign organisation/recipients of the data handle it in accordance with the Privacy Act and where required, the provisions of the GDPR.

Let Us Know What You Think

Privacy is a sensitive issue. At any time, if you believe we have not adhered to these principles, please let us know us by e-mail at info@BursonRewards.com.au and we will make every effort to review and correct the problem.

We also welcome your questions, suggestions and comments about privacy and our Code of Practice.