

PRIVACY POLICY

This Privacy Policy applies to your use of the Roar Digital website and includes utilising any of our facilities via the website.

Information technology continues to present new and exciting opportunities. However, many people are concerned about how their personal information will be used. We recognise that our users may have concerns about their privacy and confidentiality whilst online. We are committed to ensuring the privacy of our users whilst using this website.

The following Privacy Policy terms have been posted to provide a clear and concise outline of how and when personal information is collected, stored and distributed by Roar Digital. This Privacy Policy covers personal information collected via Roar Digital's website.

Personal Information Collected

The nature of personal information collected and maintained by Roar Digital generally comprises name, address, account number, contact details (including phone and e-mail), order and sales history from Roar Digital. Personal information is collected for transactional and dispatch purposes only. If you provide incomplete or inaccurate information, we may not be able to provide you with the services you are seeking.

For statistical purposes we collect information on: our website activity (such as the number of users who visit the website; the date and time of visits; the number of pages viewed; navigation patterns; what country and what systems users have used to access this website; and, when entering our website from another website; the address of that website through the use of 'cookies'. This information on its own does not identify an individual but it does provide Roar Digital with statistics that we can use to analyse and improve our website..

Use and Disclosure of Personal Information

Unless you have instructed us not to do so, your personal information may be shared with our affiliates, where it will remain confidential and used for direct marketing purposes only. Our goal is to use the information you provide to conduct business, service orders and to provide administrative support services to make your dealings with Roar Digital enjoyable and efficient.

Roar Digital undertakes not to sell, rent or trade your personal information.

We will not disclose information about you unless the disclosure is:

- Required by law (e.g. the Australian Taxation Office has the power to order us to disclose information on your account/s);
- Is authorised by law (e.g. to protect our interests or where we have a duty to the public to disclose); or
- You have consented to our disclosing the information about you.

As with most organisations, Roar Digital relies on third party suppliers to conduct specialised activities such as credit checks and the provision of internet services. These suppliers act on behalf of Roar Digital and do not facilitate their own commercial objectives whilst processing your personal information. While personal information may be provided to these suppliers to enable them to perform their agreed tasks, such information remains the property of Roar Digital at all times and the supplier organisations involved are bound by specific confidentiality and non-

Personal Information Quality

Our goal is to ensure that your personal information is accurate, complete and up-to-date. To assist us with this, please contact us if any of the details you have provided change. Further, if you believe that the information we have about you is not accurate, complete or up-to-date, contact us and we will use all reasonable effort to correct the information.

Personal Information Access and Security

Roar Digital is committed to keeping secure the data you provide us and we will take all reasonable precautions to protect your personally identifiable information from loss, misuse or alteration and unauthorized access.

Cookies

A 'cookie' is a packet of information that allows the server (the computer that houses the website) to identify and interact more effectively with your computer.

When you use our website, we send you a temporary cookie that gives you a unique identification number. A different identification number is sent each time you use our website. Cookies do not identify individual users, although they do identify a user's browser type and your Internet Service Provider (ISP).

To evaluate the effectiveness of our website appeal and user-friendliness, we may use third parties to collect statistical data. No personal data will be collected on these occasions.

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Please refer to your browser instructions or help screens to learn more about these functions.

At the end of your interaction with our website, you can have your computer ensure that the cookie is deleted. This means it no longer exists on your computer and therefore it cannot be used for further identification or access to your computer.

Changes to this Policy

Roar Digital may make changes to this Privacy Policy from time to time for any reason. We will publish those changes on our website. The Privacy Policy was last updated on 1 October 2010.