

eBrands Privacy Policy

eBrands Pty Ltd, ABN 86 109 156 103, is a strategic brand and digital design agency, with key strengths in creative web production, brand management & online communications. Our privacy policy is central to our focus as a company that strives to provide ethical online brand design solutions.

eBrands respects & upholds the online privacy rights of Internet users & our clients. Being a strategic digital design agency, it is our responsibility to inform you of eBrands' standards regarding online privacy, and to provide you with other resources for information on this important issue.

As a strategic digital design agency, we use the interactive capabilities of the Internet to build strong and mutually beneficial relationships with clients, users & strategic partners. We seek to uphold your confidence and believe that respecting your privacy rights is integral to good online marketing practice. In the following document, we will outline:

- eBrands' identity and role in digital design and privacy concerns
- How we maintain the anonymity of Internet users in our ad targeting efforts, and the confidentiality of client information
- Our e-mail marketing policies
- Information about strategic partnerships we have with third-parties
- How we use online technology to target and deliver advertising
- Other important privacy issues.

eBrands' mission as a strategic brand and digital design agency is to partner with our clients to create digital marketing strategies aimed at brand promotion, customer acquisition, and customer retention. Our clients may have proprietary policies regarding data collection. While eBrands only develop marketing strategies that meet our privacy guidelines, eBrands is not responsible for the privacy practices or the content of our client websites. We reserve the right to change our privacy policies from time to time as circumstances warrant. We will make available our most current policy on this site, so if you have questions or concerns about our policy please refer to the latest edition.

This policy may also be a useful tool for instructing newcomers about digital design strategies while explaining our privacy practices. Anyone interested in receiving additional information should e-mail our General Manager, Marc Iannacone on marc@ebrands.com.au

eBrands Privacy Statement

eBrands (“we”) is a strategic brand and digital design agency, meaning we assist our clients with the following services –

- Web creative design, including site design, web advertising design and corporate brand design
- Email Marketing
- Search Engine Optimisation
- Online Surveys

We do not own or operate an ad network or sell banner advertising for web properties or our clients. Our clients contract with us to execute digital design and development, marketing campaigns, brand management services, web presence activities & online communications. Campaigns are dependent on client needs and objectives.

Our services include:

Web creative design

We create and implement web site & website marketing solutions for our clients. This includes conceptual positioning, graphic design and technical implementation services. The suite of services includes rich media and associated capabilities.

E-mail Marketing

eBrands plan and execute e-mail campaigns. eBrands makes all attempts possible to ensure campaigns are delivered to clients that opt-in to receive information relevant to their needs & interests. eBrands does not advocate spam email campaigns or unsolicited email lists to our clients. eBrands also offers CRM based email solutions for contact and database management.

Search Engine Optimisation

eBrands perform basic & advanced search engine optimisation services. These services incorporate site design strategies, theme strategies, use of domain names and auxiliary pages to ensure that sites can be found by the target audience when searching for relevant information.

Online Surveys

eBrands utilises online survey tools as a method of researching, CRM and brand dialogue management. All information collected via surveys is given voluntarily, and the information is used to benefit communication strategies. Our survey service is called Logomotives.

Information Collected via use of Third-Party Technologies

eBrands operates with various technology companies to deliver digital communication from central database locations. This enhances our ability to maximize the return on investment for our clients by effectively targeting communication, and reporting back to our clients about their marketing campaign performance.

eBrands utilises post-click tracking services and additional information as deemed fit for a client's campaign objectives, services which can be provided by a range of vendors. All ad-serving information is enhanced by the use of cookies that help to streamline the delivery of advertising to the audience.

Cookies are very small text files attached to a user's hard drive by a website or advertisement, mainly used to personalize web experiences and gauge marketing effectiveness. Cookies help discern the following information:

The Internet Service Provider (ISP) used to connect to the Internet.

- Computer browser type & version (Netscape, Opera, FireFox, Safari, Microsoft Internet Explorer, etc.).
- Computer operating system & version (Apple or Windows)
- Duplicated & Unduplicated reach and frequency
- Comparative effectiveness of differing creative executions

For information about other third-party vendors eBrands uses, please e-mail us at sydney@ebrands.com.au.

Information collected via E-Mail Marketing

eBrands' clients may incorporate an e-mail marketing component to their digital campaigns. E-mail address lists for these campaigns are collected via one of the following mechanisms

- on an opt-in basis, either from our client's website or by a third-party vendor
- from the clients existing pre-qualified database of contacts

This means that we only send e-mail advertisements, newsletters or invitations to an Internet address if someone has voluntarily given eBrands or the client their email address.

eBrands creates customized e-mail messages that are sent using a third-party permission e-mail technology company who provides the computer technology necessary to send a large amount of e-mails at once. The third-party permission e-mail group then sends the e-mail messages eBrands created to those people who requested them. Alternatively, the email is distributed via the clients own systems, in which case eBrands does not provide tracking services.

eBrands actively encourages clients to adhere to our privacy protections for e-mail marketing. These guidelines seek to establish the following core principles:

- The e-mail addresses used by the client are collected on an opt-in basis.
- The e-mail's sent by clients are not done so in a disruptive way (e.g., "mail bombing," "flashing," etc.). Chain letters, pyramid schemes, and hoaxes are also not endorsed in any way.
- The client will act in good faith to resolve all unsolicited e-mail complaints within 48 hours of receipt of such complaints.

eBrands does not advocate e-mail marketing campaigns where messages are intentionally distributed to users who have not requested them. In order to receive an e-mail message that is part of a marketing campaign created by eBrands on behalf of one of our clients, a user must opt-in to receive it. Furthermore, each message we send gives the recipient the opportunity to opt-out of receiving additional e-mails from the client. eBrands does not send unsolicited bulk e-mail.

We encourage our clients to comply with guidelines regarding unsolicited e-mail communications and opt-in policies advocated by the Australian Direct Marketing Association's guidelines and practices.

Information collected via online surveys

eBrands prepares and distributes surveys for our clients and collects information submitted by users in response to those surveys. We call this tool Logomotives. A typical survey may require contact information, unique identifiers, financial information, and demographic information. These surveys may also include cookies to verify unique survey responses.

We prepare reports for our clients using data obtained from these surveys. The Logomotives tool allows our clients the opportunity to learn more about the needs and requirements of their customers and users. It can be used to communicate brand dialogue objectives via online promotions and other scenarios where the ability to capture information is important.

Logomotives can be used independent of eBrands management by clients on a licensed basis. Clients are advised to consider legal implications of utilising the survey product, in particular to ensure its use does not contravene Australian Gambling license laws or Privacy Laws. eBrands does not endorse or support any unlawful or unethical use of the product.



How does eBrands use the information collected on behalf of clients?

The collation and use of information by eBrands is dictated by our clients' requirements. Typical uses of information include reporting on campaign performance and optimisation of advertising. eBrands uses information collected via third-party ad serving, e-mail marketing, and online surveys to:

1. Increase the value and relevance of advertising for Internet users
2. To better evaluate advertising for client objectives

A campaign performance report for a client may or may not include the following information

- Aggregate demographic information about users
- Post-click events on the client site
- The effectiveness of individual creative executions
- Recommendations for future effectiveness

This report is given to the advertiser or client who commissioned eBrands' services to deliver a banner advertisement, e-mail message, or survey. This information is useful only to the specific advertiser who commissioned us to deliver its ads, and only in the context of creative selection and effectiveness reporting.

PRIVACY eBrands web properties

What information does eBrands collect from visitors?

eBrands logs IP addresses (the Internet address of a computer) and uses cookie technology to track user sessions, page views & time spent on sections of our web sites. Tracking user session and page views helps us understand how visitors use our site, which areas are most popular, and how long visitors spend there. This, in turn, allows us to enhance and improve the experience of users of our site.

Visitors to our web sites have the option to contact us directly for additional information via the various contact sections on the sites. The information forwarded to us is used exclusively to process the request. It is never sold to a third party. It is not accessible by external companies.

Does eBrands Collect personally identifiable information from its sites

eBrands collects and stores personally identifiable information (e.g. name, address, phone, e-mail and company information) from eBrands visitors only if it is voluntarily submitted to us via our various contact pages.

How does eBrands use personally identifiable information?

Personally identifiable information voluntarily submitted to us via our “Contact Us” page is used solely for internal marketing and sales efforts; it is never shared, rented or given away to a third party or made available to the general public. An eBrands representative uses it to contact the party requesting information to assist them. In some cases eBrands may send an e-mail to a particular site visitor to answer questions or provide information.

For example, if a member of the press uses the “Contact Us” page to submit an inquiry about the company, we use their contact information to process their request and to ask permission to add them to our press release distribution list.

What Non-personally identifiable information is collected on our web properties?

eBrands collects non-personally identifiable information from each site visitor. This includes pages viewed, date and time, the user’s IP address, and browser type. IP addresses are used to determine domain name and type and in some cases, geographic region.

This information is used to monitor general usage trends of the individual web sites. We also gather and use users’ IP addresses to assist in diagnosis of problems with our server and to manage our web sites.

All information collected from the eBrands sites is stored on our web server, but is not publicly accessible from the website.

Third Parties

We will neither voluntarily disclose nor sell any information we gather from our website to third parties. However, in the following limited circumstances, your personal information may be released to third parties: (i) we are required by law to release the information due to a law, regulation, search warrant, subpoena or court order; or (ii) in the very rare instance that we believe there is a physical threat to you or others.

Removing your contact details from eBrands database

If you have submitted information to us via our “Contact Us” web page (e.g. you requested literature or information directly from us) and would like your name to be removed from our database or distribution lists you have the following options:

You can send an e-mail to sydney@ebrands.com.au - with “Remove contact details” in the subject heading.

You can send communication to the following address:
e-Brands Pty Ltd.
FSA-27, Driver Avenue
Fox Studios Australia
NSW 2021
Australia



General Privacy Information

Sharing Information

Due to the existing technological and legal environment, we cannot ensure that all users' private communications and other personally identifiable information will never be disclosed in ways not otherwise described in this Privacy Policy. For example (without limiting the foregoing): (1) third parties may unlawfully intercept or access transmissions or private communications; (2) we may disclose information to a third party if, in the very rare instance, we believe there is a physical threat to you or others; (3) we may be forced to disclose information to the government or third parties under certain circumstances (required by law, regulation, search warrant, subpoena or court order); and (4) we can (and you hereby authorize us to) disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate. Therefore, although we believe we use industry standard practices to protect your privacy, we do not promise that your personally identifiable information or private communications can remain private.

Our privacy policy addresses two areas: our privacy practices as they relate to digital design services we offer our clients, and privacy on www.ebrands.com.au and related sites which addresses the use and disclosure of information we collect from you during your use of our corporate website. To the extent that you disclose information to other parties or other sites throughout the Internet, different rules may apply to the use or disclosure of such information.

We encourage users to ask questions before disclosing their personal information to others. To contact us see Feedback below.

About Cookies and Blocking Cookies

Cookies are small packets of information that your web browser places on your computer's hard drive. eBrands utilise cookies as described in this Privacy Policy (see 3rd party technology). Cookies enable personalisation of our clients' web sites and provide information that is targeted to user's individual interests.

If you wish to prevent the use of cookies on your computer you may choose to block certain cookies by totally or selectively disabling cookie use in your browser configuration. Please refer to your browser 'Help' menu or printed manual for information.

About Opt-In/Opt-Out

Through 'opting-in', a user is requesting additional information from a site - the bottom of a registration form may include a check box "to receive further information." If the user checks the box, they have "opted-in" to receive that information.

By 'opting-out', a user is choosing not to receive additional information from the site's publishers. For example, if a box is already selected and the user must un-check it in order to not receive further information. If you choose to opt-out, you are usually assigned a cookie. By receiving this cookie, the system will know that you have opted out and will not attempt to assign you cookies in future use of the site. Since the opt-out cookie does not contain a unique user ID number, it is impossible for us to identify your individual computer.

Vendors and clients also have opt-in and opt-out programs you may consider using.

Security

Internet users' concerns about the privacy of their information is shared by eBrands. Our corporate web properties, www.ebrands.com.au, www.e-brands.com.au, www.ebrandsny.com, www.ebrands.co.nz and www.e-brands.co.nz, have facilities in place to prevent the loss, misuse and alteration of the information under our control. Information is stored on servers protected by firewall, system-level and database-level security, on premises that have exhaustive fault-tolerance measures in place.

Your Consent

Users consent to the collection and use of their information as described in this Privacy Policy. Client information as made available on this web site is done so with the client's full permission. eBrands reserves the right to change this Privacy Policy at any time. We will post a notice on our website if we fundamentally change our use of information as described above.

Updating your information

If you have opted to receive additional information from eBrands via our website and your contact information has since changed, you may manage your new contact information online using our service or simply email sydney@ebrands.com.au to update your contact profile.

Revisions of the eBrands Privacy Policy

We occasionally revise our privacy policy. eBrands will post any changes to the policy at this location (specified by the url www.ebrands.com.au/privacy_policy) so that you will always know what information we gather, how we might use that information, and whether or not we will disclose it to any third parties.

Feedback

We encourage you to give us feedback about eBrands and our website and privacy practices. To do so, you must provide your name and e-mail address. Any contact information entered when providing feedback will only be used to acknowledge or respond to that feedback.

If you believe we have not adhered to our policies or if you have any questions about this privacy statement, the practices of eBrands, or your dealings with this web site, we encourage you to contact us via the address sydney@ebrands.com.au

As a design company that supports consumers wishes to receive targeted communication and the ability to opt-out, we appreciate how important it is that you are well informed and in control of your Internet experience.

