

Privacy Policy

Privacy Policy

This policy applies to our website birchandwaite.com.au and to all other social media in which we participate from time to time including but not restricted to Facebook.

When you participate in the birchandwaite.com.au site, your privacy is assured. Strict security is in place to protect your confidentiality at all times in conformity with the National Privacy Principles prescribed by the Privacy Act (1988) and all other relevant statutes and laws of the Commonwealth of Australia and its States and Territories

Please read the following policy for complete information on this important subject.

The types of information we collect

In general, when you visit our websites wherever it is lawful and practical you do not have to tell us who you are, or reveal any personally identifiable information to us. Unless you specifically agree to tell us, we will never know who you are, and you are able to interact with our websites in a relatively anonymous way.

Personally identifiable information is defined as any specific data that could disclose you as an individual, such as your name, address, telephone number, credit card information or e-mail address.

When you visit our websites our servers automatically record basic information about your usage, such as the type of internet browser and operating system you are using, the date, time and duration of your visit and the pages you viewed. This information is anonymous and does not identify you as an individual, nor will we combine it with information that does identify you as an individual. This information is collected and analysed to provide us with a greater understanding of how visitors use our website.

Where necessary we collect personally identifiable information on certain areas of our websites, for example, if you become a member or enter a competition. The personally identifiable information collected may consist of contact information, such as your name, email address and location.

From time to time we may invite you to answer survey questions and provide certain demographic information, such as your age, gender or location of connection, (e.g., home or work). Your response to these types of surveys is entirely voluntary and you should feel no obligation to participate.

We also provide the opportunity to comment on recipes via social media platforms including Facebook. Once a recipe comment is made, What2Cook reserves the right to amend or remove comments.

At times we may use a feature of your browser (called a "cookie") to automatically assign you a session ID. A cookie, by itself, cannot be used to find out your identity, it merely identifies your computer to our servers when you visit our websites. We will not combine your session ID with information that does identify you as an individual. You may, at anytime, set your browser to allow, notify you or refuse altogether the use of cookies.

How we use or disclose the information we collect

In general, the information we collect is used for our own analysis aimed at improving our products and services. We use personally identifiable information to fulfil your requests. We may also use personally identifiable information to perform other functions including, demographic analysis of site usage (what age are people who visit our site), customising advertising and content seen by our users, and improving our marketing and promotional efforts.

Apart from Birch and Waite and our partners, we will not intentionally disclose any personally identifiable information and we do not sell, trade or rent such information to third parties (such as external advertisers or telemarketers).

Any personally identifiable information you provide will only be provided to third parties if:

- You consent to such a disclosure
- We are compelled or authorised to do so by law
- We reasonably believe there is a threat to someone's life or health
- Our website or business is sold to, or merged with another entity

The quality and security of the information we hold

Any information you provide to us is stored and held under generally accepted standards of technology and operational security in order to protect your personally identifiable information from loss, misuse, alteration, or destruction. Only authorised personnel are provided access to personally identifiable information and these personnel are required to treat this information as confidential. Despite these precautions, we cannot guarantee absolutely that any and all unauthorised access to your personally identifiable information will be prevented.

Your access to and right to correct the information we hold

If you would like to access, correct, update or de-activate any information you have submitted, please [click here](#) to contact us. We will modify or de-activate any information that could be used to identify you as soon as practicable after your request, unless we are required or authorised by law not to do so. Once de-activated your data will not be accessible, however, due to system backups to various types of data storage media, your data may in some circumstances remain on these types of data storage media.

Your participation on our websites

By using our websites, you consent to the collection, use, and storage of your information by us in the manner described in this Privacy Policy and elsewhere on our websites. We reserve the right to make changes to our Privacy Policy from time to time. We will alert you to any such changes by updating the privacy section of our websites, and encourage you to check this page from time to time.

Links to other websites and other social media

Our websites provide links to other third party websites and other social media outside our network and immediate control. We do not accept any responsibility for their activities, and we advise you to examine the terms and conditions of using their websites before disclosing any information to them.

Sensitive information

We will not collect sensitive information as defined in the National Privacy and Principles, including information regarding your racial or ethnic origin, political opinions, membership of a political association, religious beliefs or affiliations, philosophical beliefs, membership of a professional or trade association or union, sexual preferences or criminal record.

Opting Out and Unsubscribing

You may at any time opt out of receiving further communications from us, please [click here](#). You may also do so by clicking on “unsubscribe” where appearing at the end of any communication received from us.

How to contact us for more information

If you have any questions or comments regarding this policy, please contact Birch and Waite.