**PRIVACY POLICY**

This Privacy Policy explains how we collect, use, and share your personal information when you visit or make a purchase from <https://www.whiteacorncapital.com.au/> (the “Website”).

**INFORMATION WE COLLECT**

When you access the Website, we automatically gather certain details about your device, such as your web browser type, IP address, time zone, and some cookies stored on your device. Additionally, as you browse, we collect data on the pages or products you view, referral sources (such as websites or search terms that led you to our Website), and your interactions with the Website. We refer to this automatically gathered data as **“Device Information.”**

We collect Device Information through the following technologies:

• **Cookies:** Small data files stored on your device that often include a unique anonymous identifier. To learn more about cookies and how to disable them, visit <http://www.allaboutcookies.org>.

• **Log Files:** These record activity on the Website, capturing details like your IP address, browser type, internet service provider, referring/exit pages, and timestamps.

• **Web Beacons, Tags, and Pixels:** Electronic files that help us analyze your browsing behavior on the Website.

When you make a purchase or attempt to do so through the Website, we also collect certain details from you, such as your name, billing and shipping addresses, payment details (including credit card numbers), email address, and phone number. We refer to this information as **“Order Information.”**

In this Privacy Policy, **“Personal Information”** includes both Device Information and Order Information.

**HOW WE USE YOUR PERSONAL INFORMATION**

We use Order Information primarily to process and fulfill any orders placed through the Website (including processing payments, arranging shipments, and sending invoices and order confirmations). Additionally, we use this information to:

• Communicate with you,

• Screen transactions for potential fraud or security risks, and

• Provide you with product or service updates, promotions, and marketing communications (when permitted based on your preferences).

Device Information is used to help us detect fraudulent activity (particularly using IP addresses) and to improve and optimize our Website. This includes generating analytics on how visitors browse and interact with the Website and assessing the effectiveness of marketing efforts.

**SHARING YOUR PERSONAL INFORMATION**

We may share your Personal Information with third-party service providers to assist in utilizing your information as described above. For example, we use Google Analytics to understand how users engage with our Website. You can read more about how Google handles personal data here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Additionally, we may disclose your Personal Information when required to comply with legal obligations, respond to lawful requests such as subpoenas or search warrants, or to protect our rights.

**TARGETED ADVERTISING**

As mentioned above, we use your Personal Information to deliver relevant marketing messages and advertisements we believe may interest you. For more information on how targeted advertising functions, you can visit the Network Advertising Initiative’s educational resource: <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of certain advertising services through the Digital Advertising Alliance’s opt-out portal: <http://optout.aboutads.info/>.

**DO NOT TRACK**

Please note that we do not modify our data collection and usage practices in response to “Do Not Track” signals from web browsers.

**YOUR RIGHTS**

If you are a resident of the European Economic Area (EEA), you have the right to access, correct, update, or request the deletion of your personal data. If you would like to exercise this right, please contact us using the details provided below.

Additionally, if you are an EEA resident, we process your personal data to fulfill contractual obligations (such as processing an order) or to pursue legitimate business interests outlined above. Please note that your information may be transferred outside of Europe, including to Canada and the United States.

**DATA RETENTION**

We retain Order Information for our records unless you request its deletion.

**CHANGES TO THIS POLICY**

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or other operational considerations.

**CONTACT US**

If you have any questions about our privacy practices, need further information, or wish to file a complaint, please contact us via email at **info@whiteacorncapital.com.au**.