

Privacy Policy – Vanilla Blue

Effective date: 30 September 2025

Who we are and how to contact us

- This Privacy Policy explains how Vanilla Blue Pty Ltd (Vanilla Blue, we, us, our) handles personal information in Australia.
- We are committed to the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).
- Contact: enquiries@vanillablue.com.au | 1300 556 086 | Unit 1, 29 Hotham Parade Artarmon NSW 2064. You can also use the Contact Us page on our website.

What this policy covers

- The kinds of personal information we collect and hold.
- How we collect, use, disclose and store personal information.
- How you can access and correct your personal information.
- How to opt out of marketing.
- Overseas disclosures.
- How to make a complaint, including Notifiable Data Breaches.

What is personal information?

- Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable.
- Sensitive information includes health information (for example, dietary requirements that indicate allergies or intolerances). We only collect sensitive information with your consent or as permitted by law, and only where reasonably necessary to provide our services.

The personal information we collect depends on how you interact with us. We may collect:

- Identity and contact details: name, email, phone number, delivery address, company name.
- Account details: username/email and password (hashed).
- Order and delivery information: restaurants/caterers selected, items ordered, delivery instructions.
- Payment information: payment method, transaction details, and (where applicable) card token/last four digits via a PCI DSS compliant payment gateway. We do not store full credit card numbers or CVV on our servers.
- Preferences and communications: marketing preferences, feedback, survey

Vanilla Blue

responses, support enquiries.

- Optional notes: dietary requirements or other notes you provide (may include health information).
- Device and usage data: IP address, browser type, pages visited, dates/times, cookies and similar technologies, approximate location (derived from your device/browser), and aggregated analytics.
- Business customer information: if you order through your employer or on behalf of a company, we may collect your role, cost centre or approval details as provided by your organisation.

How we collect personal information

- Directly from you: when you register, place an order, contact support, complete forms, or interact with our website/app.
- Automatically: via cookies, logs and analytics when you visit or use our services.
- From third parties: catering partners/restaurants, delivery partners, payment processors, your employer (for corporate accounts), or public sources where lawful.
- We only collect personal information that is reasonably necessary for our functions and activities.

Why we collect and how we use personal information. We use personal information to:

- Provide, operate and improve our services: process orders, arrange delivery, manage accounts, and provide customer support.
- Personalise your experience: remember preferences, speed up checkout, and tailor content.
- Communicate with you: service messages (order confirmations, delivery updates), and, with your consent or as permitted by law, marketing about our products, services and promotions. You can opt out at any time.
- Security, risk and fraud management: protect accounts and our services, prevent misuse, conduct audits and incident response.
- Analytics and product development: understand usage, measure performance, train staff, and improve features.
- Legal, compliance and business operations: maintain records, resolve disputes, enforce terms, and comply with law.

Direct marketing and opting out

- We may send you marketing communications by email, SMS or in app, in accordance with the Spam Act 2003 (Cth) and APP 7.
- You can opt out at any time by using the unsubscribe link, replying STOP (for SMS), adjusting your account preferences, or contacting us at

Vanilla Blue

enquiries@vanillablue.com.au.

Cookies and analytics

- We use cookies and similar technologies to operate our website, remember your settings, and understand usage.
- Cookies may store your login state and preferences, and help us run analytics (e.g., estimating traffic, performance).
- You can disable cookies in your browser. Some features may not function properly if cookies are disabled.
- We may use aggregated, de identified analytics to improve our services. We do not attempt to identify individual users from statistical information.

Disclosure of personal information We may disclose personal information to:

- Our employees, contractors and related entities on a need to know basis to provide the services.
- Catering and delivery partners to fulfil your order.
- Payment processors and banking partners to process transactions.
- IT and cloud service providers, data hosting, customer support tools, analytics and security vendors.
- Professional advisers (lawyers, accountants, auditors) and regulators or law enforcement where required by law.
- Other parties with your consent or as permitted or required by law. We do not sell personal information.

Overseas disclosures

- Some services or providers may be located outside Australia. When reasonably practicable, we will tell you the countries where disclosures are likely to occur. Current key providers may process data in Australia and internationally.
- We take reasonable steps to ensure overseas recipients handle personal information in accordance with the APPs (for example, by using contractual safeguards, due diligence and access controls).

Security and retention

- We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure. Measures include access controls, encryption in transit/at rest where appropriate, network security, and staff training.
- Online payments are processed through PCI DSS compliant gateways; we do not store full card numbers or CVV.
- We retain personal information only for as long as reasonably necessary for the

Vanilla Blue

purposes described, or to comply with legal obligations (e.g., tax and record keeping). When no longer required, we will take reasonable steps to destroy or de identify it.

- Transmission over the Internet carries inherent risks. While we take precautions, we cannot guarantee security of information in transit.

Access and correction (APPs 12 and 13)

- You can request access to, or correction of, your personal information by contacting enquiries@vanillablue.com.au or 1300 556 086.
- We will verify your identity and respond within a reasonable period (typically within 30 days). If we refuse access or correction in permitted circumstances under the Privacy Act, we will provide written reasons and information on how to complain.
- You can also update certain details directly in your account.

Children

- Our services are not directed to children. If we learn we have collected personal information from a child without appropriate consent, we will take reasonable steps to delete it.

Notifiable Data Breaches (NDB) scheme

- We have procedures to assess suspected data breaches. Where an eligible data breach occurs (unauthorised access or disclosure, or loss, likely to result in serious harm), we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC) as required.

Links and third-party services

- Our website may contain links to third party sites or services. Their privacy practices are separate, and we recommend reviewing their policies.

Changes to this policy

- We may update this Privacy Policy from time to time to reflect changes in law or our practices. The latest version will be published on our website with the effective date. Significant changes may be notified via email or in app.

Making a complaint

- If you have a complaint about how we handle personal information, contact us at enquiries@vanillablue.com.au or 1300 851 900. Please include as much detail as possible.
- We will acknowledge your complaint, investigate, and respond within a reasonable timeframe. We may request additional information to resolve the

Vanilla Blue

matter.

- If you are not satisfied with our response, you can contact the OAIC:
 - Website: www.oaic.gov.au
 - Phone: 1300 363 992
 - Mail: Office of the Australian Information Commissioner, GPO Box 5218, Sydney NSW 2001

Key notices at or before collection (APP 5)

- When we collect personal information, we will take reasonable steps to notify you (or make this policy available) of: our identity and contact details; the fact and circumstances of collection; whether the collection is required or authorised by law; the purposes of collection; the consequences if information is not provided; the usual disclosures; whether we are likely to disclose overseas and, if practicable, to which countries; and how to access this policy.

Your responsibilities

- Keep your account credentials confidential. If you share a device, sign out when finished.
- Tell us promptly if your details change or if you believe your account has been compromised.