



Privacy Policy

Last Updated: 01/09/2026

1. Introduction

At Branded Australia, we respect your privacy and are committed to protecting the personal information you share with us.

We understand the importance of maintaining the confidentiality and security of information provided by our customers, schools, suppliers and other individuals.

This Privacy Policy explains how we collect, use, store, disclose and protect personal information in accordance with applicable Australian privacy legislation, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs), where applicable.

By engaging with our services, you acknowledge that your personal information will be handled as described in this policy.

2. Information We Collect

Branded Australia may collect personal information necessary to provide our products and services, including:

- Names and contact details, including email addresses, telephone numbers and postal addresses.
- School, business and organisation details.
- Customer account and order information.
- Student names and garment sizes where required for uniform orders.
- Billing, payment and delivery information.
- Communications, enquiries and correspondence.
- Information provided through our website, online ordering platforms or other business interactions.

We aim to collect only the information reasonably necessary to conduct our business and provide our services.

3. How We Collect Information

We may collect personal information when you:

- Contact us by telephone, email or through our website.
- Request a quotation or proposal.
- Place an order for uniforms or merchandise.
- Register for or use an online ordering platform.
- Communicate with our staff or representatives.
- Provide information through a school or organisation.
- Subscribe to marketing communications.

In some circumstances, information may be provided to us by schools, employers, suppliers or other authorised third parties.

Where practicable and appropriate, individuals may contact us without identifying themselves. However, certain information is required to process orders, arrange deliveries and provide customer support.

4. How We Use Your Information

We collect and use personal information for legitimate business purposes, including:

- Processing and fulfilling orders.
- Providing quotations, proposals and product information.
- Managing customer accounts and enquiries.
- Communicating about orders, deliveries and services.
- Arranging manufacturing, printing, embroidery and freight.
- Providing access to online uniform ordering services.
- Processing payments and maintaining financial records.



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Uniforms, Apparel & Awards

- Improving our products, services and customer experience.
- Sending relevant product updates, promotions and marketing communications where permitted by law.
- Meeting legal, regulatory and contractual obligations.

We will not use or disclose personal information for unrelated purposes unless authorised or permitted by law.

5. School and Student Information

Branded Australia supplies uniforms and merchandise to schools and educational organisations.

In providing these services, we may receive limited student information, such as names, garment sizes and order details. This information is used only for purposes connected with the relevant school uniform or merchandise order, including production, identification, packaging and distribution.

We take reasonable steps to ensure student information is handled securely and is only accessible to authorised personnel and service providers.

We do not knowingly use student personal information for unrelated marketing purposes.

6. Disclosure of Personal Information

We may disclose personal information to trusted third parties where reasonably necessary to provide our products and services.

These may include:

- Manufacturers and production facilities.
- Printing and embroidery suppliers.
- Freight and delivery providers.
- IT, website and online ordering platform providers.
- Payment processing and accounting service providers.
- Professional advisers and regulatory authorities where required or permitted by law.

We take reasonable steps to ensure that third parties receiving personal information handle it appropriately.

We do not sell personal information to third parties.

7. 7. Overseas Disclosure of Personal Information

Branded Australia will not disclose personal information to overseas recipients.

While some of our products may be manufactured or sourced internationally, we ensure that personal information relating to our customers, schools, students, employees and suppliers is not disclosed to overseas manufacturers or other overseas third parties.

We take reasonable steps to ensure that all personal information is handled securely and in accordance with applicable Australian privacy legislation.

8. Storage and Security

Branded Australia takes reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure.

These measures may include:

- Password-protected electronic systems.
- Restricted access to confidential records.
- Secure storage of physical documents.
- Appropriate security controls for online systems.
- Staff awareness and confidentiality requirements.
- Secure disposal or de-identification of information when no longer required.

While we take reasonable precautions, no method of electronic transmission or storage can be guaranteed to be completely secure.



Branded Australia

Uniforms, Apparel & Awards

9. Online Ordering and Website Information

When customers access our website or online ordering platforms, certain information may be collected to support website functionality, process orders and improve the customer experience.

Depending on the systems used, this may include:

- Website usage and browsing information.
- Device and browser information.
- IP addresses.
- Cookies and similar technologies.
- Online order and account activity.

Website cookies and analytics: Branded Australia and its online ordering platforms use cookies for essential storefront functionality, security, preferences, analytics and marketing. It provides Shopify Analytics and uses third-party providers for hosting, security, payments and messaging, as detailed in its Cookie Policy and Subprocessor List. Additional merchant-installed apps and tracking tools vary by store.

Customers may be able to manage cookies through their browser settings, although disabling certain cookies may affect website functionality.

10. Marketing Communications

From time to time, Branded Australia may contact customers and business representatives with information about new products, services, promotions or company updates.

Marketing communications will be sent in accordance with applicable Australian laws.

Recipients may opt out of marketing communications at any time by using the unsubscribe option provided or contacting us directly.

We will respect requests to stop receiving marketing communications.

11. Access and Correction of Information

You may request access to personal information we hold about you or ask us to correct information that is inaccurate, incomplete or outdated.

Requests can be made using the contact details provided below.

We may need to verify your identity before providing access to personal information.

We will respond to requests within a reasonable timeframe and in accordance with applicable privacy laws.

12. Retention of Personal Information

We retain personal information only for as long as reasonably necessary to provide our services, manage business operations, resolve enquiries or meet legal and recordkeeping obligations.

When personal information is no longer required, we take reasonable steps to securely destroy or de-identify it where appropriate and legally permitted.

13. Data Breaches

Branded Australia takes privacy and information security seriously.

If a data breach occurs, we will assess the incident and take appropriate steps to contain and manage any potential risks.

Where required under the Notifiable Data Breaches scheme, we will notify affected individuals and the Office of the Australian Information Commissioner (OAIC).

14. Privacy Enquiries and Complaints

If you have any questions, concerns or complaints regarding how your personal information has been handled, please contact us using the details below.

We will review your enquiry or complaint and aim to provide a response within 30 days.



Branded Australia

Uniforms, Apparel & Awards

If you are dissatisfied with our response, you may be entitled to lodge a complaint with the Office of the Australian Information Commissioner.

Office of the Australian Information Commissioner

Website: www.oaic.gov.au

15. Changes to This Policy

Branded Australia may update this Privacy Policy from time to time to reflect changes in legislation, business practices, technology or services.

The most current version will be available on our website.

16. Contact Us

For privacy-related enquiries, requests or complaints, please contact:

Branded Australia

Phone: 07 5527 1722

Email: enquiries@brandedaustralia.com.au

Postal Address: PO Box 51, Ashmore City Qld 4214

Website: www.brandedaustralia.com.au

Branded Australia is committed to respecting your privacy and handling your personal information responsibly, securely and transparently.