

CHIP IT Privacy Policy

CHIP IT Australia PTY LTD (CHIP IT) recognises that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. **By visiting CHIPIT.com.au, you are accepting the practices described in this Privacy Notice and [Conditions of Use](#).** The information we learn from customers helps us personalise and continually improve the www.CHIPIT.com.au Web site, CHIP IT Products and Services and your shopping experience at www.CHIPIT.com.au. CHIP IT gathers information from you at several different points on the web site and for several purposes.

INFORMATION YOU GIVE US

We receive and store any information (actually, we don't record credit card numbers, that's important) you enter on our Web site or give us in any other way. You provide most such information when you search, post, participate in a contest or questionnaire, communicate with customer service, place an order, provide contact information (such as name, phone, e-mail and shipping address) or financial information (such as credit card number, expiration date, Social Security and driver's license numbers, tax exempt status). These data are collected for billing purposes, to fill orders and to process contests. **If CHIP IT has a problem processing an order, this information is used to contact you.**

In addition, because CHIP IT desires to provide you with the information and services that are most relevant, CHIP IT needs to collect information to understand what differentiates you from each of the millions of other unique performance enthusiasts. To do this, CHIP IT collects certain information in two ways. First, you may provide CHIP IT with certain information voluntarily when registering for certain services. For instance: Opt-in e-mail, forums and contests / promotions. Second, CHIP IT may track your visit to CHIP IT Online by giving you a "cookie" when you enter. Cookies are pieces of information that web sites transfer to your computer's hard drive for record-keeping purposes. Cookies make web surfing easier by saving your passwords and preferences, so that you won't have to re-enter them the next time you visit. They also help web sites track trends and patterns. The use of cookies is now an industry standard and you will find them used on most major web sites. Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser either to notify you when you receive a cookie request, or to refuse to accept cookies. You should understand that some areas and features of www.CHIPIT.com.au will not function properly if you set your browser to not accept cookies. A number of companies offer utilities designed to help you visit Web sites anonymously. Although we will not be able to provide you with a personalised experience at www.CHIPIT.com.au if we cannot recognise you, we want you to be aware that these tools exist.

Please understand, you can choose not to provide certain information, of course, you may then not be able to take advantage of many of our features.

AUTOMATIC INFORMATION

Some of the information we collect and analyse includes the Internet protocol (IP) address used to connect your computer to the Internet; e-mail address; computer and connection information such as browser type and version, operating system, and platform; purchase history; the full Uniform Resource Locators (URL) clickstream to, through, and from our Web site, including date and time; cookie number; products you viewed or searched for; and other information at our discretion.

E-MAIL COMMUNICATIONS

To help us make e-mails more useful and interesting, we may receive a confirmation when you open e-mail from www.CHIPIT.com.au if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers.

DOES CHIP IT SHARE INFORMATION YOU GIVE US?

No. CHIP IT does not share collected information with any other company or organization. Information about our customers is an important part of our business, and we are not in the business of selling it to others. Some of the information CHIP IT collects, both what you tell us and what CHIP IT collects through the use of cookies, is "aggregated" -- meaning that the information from many individuals is grouped together in a way that does not disclose the personal information of any particular person. CHIP IT may use this aggregated information to evaluate which products and services are successful and which ones aren't, and in order to evaluate what new services CHIP IT should make available on our web site. CHIP IT will use reasonable best efforts not to disclose any information about any individual except to comply with applicable law or valid legal process. However, CHIP IT reserves the right to use any and all information sent to us for any purposes, including but not limited to those purposes specifically set out within this Notice.

INFORMATION SECURITY

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input.
- We do not store your credit card numbers on our servers. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- It is important for you to protect against unauthorised access to your password and to your computer. Be sure to sign off when finished using a shared computer.

