

Privacy Policy

For Retail Store Customers



everyone's family

Our commitment to your privacy and confidentiality

The Smith Family is committed to protecting the privacy and confidentiality of our supporters. Indeed our name “The Smith Family” was a direct result of our founders wishing to remain anonymous themselves.

The Smith Family is bound by the Australian Privacy Principles under the Privacy Act 1988. Our Privacy Policy for Supporters, which is available on our website at www.thesmithfamily.com.au/privacy, contains information about how we collect and handle personal information of those who support The Smith Family. It also contains information on what to do if you have questions, concerns or complaints, or if you wish to update the information we hold on you.

How we collect and use Retail Customer information

The personal information we may collect from our Retail customers is that which is necessary for us to engage with you, acknowledge your support and respond to your comments and questions. We may also use your information for research purposes, and to keep you up to date with our initiatives that we think may interest you. This information is generally limited to what you provide to us by completing a Customer Card, joining our Loyalty Card Program or by participating in an in-store survey, and may include:

- Personal details, like name, gender and age range
- Contact details, for example postcode and email address