



Privacy Policy

Last modified as of 1st July 2010

PLEASE READ THE FOLLOWING TERMS OF THIS PRIVACY POLICY CAREFULLY BEFORE USING THIS WEBSITE

The privacy of your Personal Information (as defined below) is afforded the highest level of importance by **BetterLife Institute Pty Ltd (ABN 128 807 054)** trading as "BetterLife Bookstore" (the "**Company**") and Kelly Sayers "The Coach". The Company is bound by the Privacy Act 1988 (Cth) regarding the manner in which the Company handles your Personal Information and how the Company responds to your requests to access and correct it. This Privacy Policy sets out the Company's information handling procedures and the rights and obligations that both you and the Company have in relation to your Personal Information.

The terms of this Privacy Policy shall form part of the [Terms Of Use](#) of this Website and any agreement between you and the Company ("Agreement"). In case of any inconsistency between the Terms and Conditions of Use and/or any Agreement and this Privacy Policy, the Terms and Conditions and/or the Agreement shall prevail.

1. How the Company collects your Personal Information

The Company collects your Personal Information primarily as a result of correspondence the Company engages in with you for example, through application forms, telephone conversations, feedback provided by you or the posting of material in our Community Section. In the event of a complaint, we may also receive Personal Information about you from other parties or from other users of this Website or third parties who may communicate information to us in relation to that complaint. The Company also collects Personal Information from sources that are publicly available such as websites, journals and phone books. Sometimes, the Company collects Personal Information about the Company's customers from its sales agents, representatives or distributors.

2. Cookies

A cookie is a piece of data temporarily stored on the user's hard drive containing information about the user. The cookie helps the user to save time. For instance, by setting a cookie on this Website, the user would not have to log in a password more than once, thereby saving time while on this Website. Web browsers can be set to reject cookies. If a user rejects the cookie they may still use this Website, but may not be able to take advantage of certain features.

Some of our business partners use cookies on this Website (for example, advertisers). However, we have no access to or control over these cookies.

Cookies help us evaluate your use of this Website, such as what kind of information you want to see and what kind you will never read. Cookie technology allows websites to ask for your registration and preference questions only once. The next time you return to this Website you will not

necessarily need to "sign in" again. Remember that cookies are "non-executable" pieces of code; that is, they are incapable of doing anything to your hard drive.

Cookies are easy to delete from your hard drive; talk to your systems administrator or your Internet provider for detailed instructions.

The Company does not make use of cookies on this Website to collect Personal Information about visitors to this Website.

3. Kinds of Personal Information that the Company holds about you

The Company only holds your Personal Information if it is relevant to providing the services and products that the Company provides. Personal Information generally includes your name, address, contact details, including both or either postal and/or email addresses, occupation, hobbies, interests, payment details, account number, records of correspondence and billing and credit status and statements. If you are one of the Company's suppliers, the Company may collect other Personal Information about you that the Company feels is necessary, such as the nature of the products or services that you supply, quotes that you provide and your direct credit details. If you are a non-profit organisation that the Company has agreed to assist, the Company may collect Personal Information about how you make use of the products or services that the Company provides to you.

4. Personal Information and Children

While the Company does not specifically market to customers under 18 years of age ("**Children**"), it is aware that Children may wish to utilise the Company's services from time to time. In the interests of ensuring the maximum level of protection of privacy for Children, the Company will not knowingly collect, use or disclose Personal Information of a Child, without obtaining the prior written consent of a parent or guardian. The Company believes that this Privacy Policy affords adequate protection of privacy for Children once this consent has been granted.

5. How the Company holds your Personal Information

Depending on the circumstances, the Company may hold your Personal Information in either hard copy or electronic form, or both. Generally, a copy of all written correspondence is held in hard copy and the Company's client database and email correspondence is held in electronic format.

6. How the Company uses your Personal Information

The Company uses your Personal Information:

- to provide you with its products and services;
- if you request us to do so, to facilitate your total webevents transformational program;
- to administer its customer relationship with you;
- for internal purposes such as procedural assessments, product and service reviews, staff training, accounting and billing; and
- to identify, and inform you of, products and services that may be of interest to you.

If you are one of the Company's suppliers, the Company may use your Personal Information to facilitate its business relationship with you, for example, to assess goods or services that you supply or to review a commercial proposal that you have put to the Company.

7. How the Company discloses your Personal Information

Generally, the Company will only disclose your Personal Information for a purpose that is related to the product or service that the Company or BetterLife Institute Pty Ltd, BetterLife Bookstore, or Kelly Sayers or its Affiliates are providing to you.

However, where possible, the Company takes contractual measures, and, in all other circumstances, takes all reasonable measures, with the Company's contractors to ensure that they comply with the privacy standards set out in the Privacy Act 1988 (Cth).

8. Sharing of your Personal Information

We will share aggregated demographic information with our partners and advertisers. This is not linked to any Personal Information that can identify any individual person.

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use Personal Information for any secondary purposes and our agreements with such providers restrict the use of that information.

9. How the Company secures your Personal Information

The Company holds all hard copy and electronic records of Personal Information in a secure manner to ensure that they are protected from unauthorised access, modification or disclosure. The Company's staff follow strict information handling procedures and the Company only permits those staff whose tasks require use of your Personal Information to access it.

10. Your right of access

You may request access to your Personal Information at any time by sending a written request to the Company's Privacy Officer by mail to PO Box 1090, Canning Bridge, Applecross WA 6163, by telephone on (08) 9316 8887, or by email to admin@betterlifebookstore.com.au

11. You may correct your Personal Information

If your Personal Information is out-of-date or incorrect, you may inform the Company of this and the Company will correct it for you. However, you can correct some of your Personal Information held by the Company in the "Contact Us" feature of this Website. In the unlikely event that the Company disagrees about the accuracy of the Personal Information provided and is unable or unwilling to change it, you may provide the Company with a statement indicating that you dispute its accuracy and the Company will associate that statement with your Personal Information in such a manner that it will be brought to the attention of each person who uses the Personal Information.

12. Your choices regarding the collection, disclosure and distribution of Personal Information

Except as otherwise described in this Privacy Policy, we will only use Personal Information for the purposes described above or as otherwise disclosed at the time we request such information from you. You must "opt-in" and give us permission to use your Personal Information for any other purpose. If you no longer wish to receive marketing communications and newsletters from us via postal mail, you may notify us by contacting the Company's Privacy Officer by mail to PO Box 1090, Canning Bridge, Applecross, WA 6163, by telephone on (08) 9316 8887 or by email to admin@betterlifebookstore.com.au You may change your preference and "opt-out" of receiving

other marketing communications and newsletters by changing that option in the Contact Us or unsubscribe feature of this Website, following the directions provided in association with the communication, or by contacting our Privacy Officer at the address set out above.

Users of this Website are notified when Personal Information is being collected by third parties on this Website. We do this so you can make an informed choice as to whether you should disclose information to a third party.

13. Promotional Information

The Company would like to send you marketing communications and newsletters about goods and services that the Company believes may be of interest to you. However, the Company understands that you may not wish to receive such material. If so, please inform the Company's Privacy Officer of this in writing by mail to PO Box 1090, Canning Bridge, Applecross, WA 6163, by telephone on (08) 9316 8887 or by email to admin@betterlifebookstore.com.au and the Company will ensure that your name is removed from its mailing list.

14. Transfer of your Personal Information overseas

The Company will only transfer your Personal Information overseas if the transfer is to you, or to one of your authorised representatives, or it is with your express consent, or the transfer is necessary for the provision of contracted products or services to you. The Company will not send your Personal Information overseas in any other circumstances. Where the Company does send your Personal Information overseas, it will use reasonable endeavours to ensure that your Personal Information is protected by principles consistent with those contained in this Privacy Policy.

15. The Company may need to change its Privacy Policy from time to time

Due to changing business circumstances, the Company may need to change its Privacy Policy from time to time. If the Company does, it will endeavour to ensure that your overall level of privacy protection is not diminished and will publish the changes on this Website. Any actions that the Company has taken before the change will continue to be regulated by the Privacy Policy that existed before the changes were made.

You are encouraged to check this Website regularly to consider, and act upon if so desired, any changes to the terms of this Privacy Policy.

16. Further Personal Information

If you have any queries or requests in this respect, please contact the Company's Privacy Officer either by mail to PO Box 1090, Canning Bridge, Applecross, WA 6163, by telephone on (08) 9316 8887 or by email to admin@betterlifebookstore.com.au

BY USING THIS WEBSITE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU SHOULD NOT USE THIS WEBSITE. YOUR CONTINUED USE OF THIS WEBSITE FOLLOWING THE POSTING OF CHANGES TO THIS PRIVACY POLICY WILL MEAN THAT YOU ACCEPT THOSE CHANGES.