



NFTBOOKS PRIVACY POLICY

This Privacy Policy explains how, when and why we collect your personal information¹, what use we make of that information and your rights in respect of that information. This Privacy Policy also explains where and why your information may be disclosed to third parties, and the security measures used by us to help protect your personal information. In this Privacy Policy, all references to “we”, “us” or “our” refer to NFTBooks Pty Ltd (ABN 26 655 406 107).

We respect your privacy and are committed to the protection of your personal information. To achieve this commitment to privacy, we comply with the Australian Privacy Principles and the Notifiable Data Breach Scheme contained in the *Privacy Act 1988* (Cth) (**Privacy Act**). This legislation governs the way we collect, use, disclose and store your personal information and how we notify you in circumstances where your information is lost or subject to unauthorised accessed. For further information regarding Australia’s privacy legislation, please refer to the Office of the Australian Information Commissioner:

- online at www.oaic.gov.au;
- by email at enquiries@oaic.gov.au; or
- by telephone on 1300 363 992.

By accessing our website or app, using our services or otherwise providing us with personal information, you confirm that you have read and agree to the terms of this Privacy Policy and expressly consent to the collection, storage, use and disclosure in accordance with this Privacy Policy of your personal information and the personal information of any third party provided by you.

If you do not feel comfortable with any aspect of this Privacy Policy or do not agree to the terms of this Privacy Policy, please immediately leave the website or app, discontinue the use of our services and contact one of our helpful staff members at support@nftbooks.info.

1. PERSONAL INFORMATION WE COLLECT

We collect information about you in order to provide you with our services. You may choose whether to provide us with this information, however your choices may affect our ability to offer you part or all of our services. Personal information we collect may include:

- Registration information:** When you register for our services, you provide information including your full name, email address, postal address, telephone number, date of birth, occupation, location and such other information as may be requested by us from time to time.
- Identification information:** If you register for or otherwise use our services, you may be required to provide identification information in order for us to verify your identity. Such identification information may include government issued photographic identification (such as your passport or driver’s licence).
- Third party information:** You may need to provide to us such information about a third party as may be requested by us for the purpose of providing our products or services.

¹ Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable.

- (d) **Communication information:** When you communicate with us via telephone, email, SMS or online, we may collect information relating to you and any other information you choose to provide to us.
- (e) **Cookie information:** We use cookies and similar tracking technologies on our website or app in order to track the use of our services and our website or app, and to maintain and improve our services to you. Further information on cookies and online data collection is contained in Section 6 (*Website Information & Cookies*) below.
- (f) **Other information:** You may provide to us information through customer surveys or other personal information that may be requested to facilitate your dealings with us.

Whenever reasonable and practical to do so, we will collect personal information about you directly from you. However, in some cases we may be required to collect personal information about you from third parties such as regulatory bodies, public sources or from your associates who are utilising our services. Where we collect information about you from a third party, we will take reasonable steps to ensure that you are made aware of the fact and circumstances of that collection. We may also receive information from a third party where you have authorised the third party to provide such information.

Where you provide us with personal information about another person in connection with the use of our products or services, we rely on you having informed those individuals about our collection of their personal information and referred them to our Privacy Policy for further information.

2. WHY WE COLLECT PERSONAL INFORMATION

We collect personal information in order to provide our products and services, and otherwise to carry out our business operations. We use personal information collected by us for the purposes for which it was collected. Some examples of why we collect your personal information are provided below.

- (a) **Provide our products or services:** We use personal information collected by us generally for the purpose of providing our products or services to you, including for establishing connection with your electronic wallet(s) and processing transactions relating to our products or services provided to you.
- (b) **Set up and managing your account:** We use personal information collected by us to set-up and update your account with us, to identify you as a user of our products or services, to provide user support, to contact you regarding our products or services (including to advertise our products or services to you) and to respond to your enquiries.
- (c) **Measure your experience and engage you:** We may use your personal information to measure your experience of our products and services and to inform you of new product developments and associated services that we believe will interest you.
- (d) **Statistical analysis:** We may use your personal information in statistical form to analyze your preferences. This information is aggregated and anonymised and is not used to track your individual preferences but rather to give us a general picture of the products and services our customers prefer. We might also gather information in statistical, aggregate or anonymous form such as the number of visitors who visit our

website on a daily basis. Again, this is not used to track any individual customer's browsing habits.

- (e) **Employee training:** We may use your communications with us to analyse customer service issues as a way of identifying potential improvements for our products and services. In addition, we may occasionally monitor telephone conversations with you in order to facilitate staff training and to maintain our high levels of customer service. We will always inform you prior to any telephone conversation which is monitored in this way to obtain your prior approval.
- (f) **Miscellaneous reasons:** We may use your personal information to compare information provided by you for accuracy and verify it with third parties where appropriate or necessary, to investigate actual or suspected instances of fraud to you or us, to investigate and resolve matters subject to a dispute or complaint, to comply with our legal obligations or requirements of governmental, regulatory or law enforcement authorities, for other legal purposes and for insurance purposes.
- (g) **Subject to your consent:** We may also use your personal information for any other purpose you consent to.

Where your personal information is not 'sensitive information', we may use your information for reasonably expected secondary purposes related to the above. In addition, we may use your information as otherwise permitted by law.

3. PERSONAL INFORMATION WE DISCLOSE

We will only disclose your information to the extent required to provide our products or services to you, for the purposes outlined in Section 2 (*Why We Collect Your Personal Information*), to our related bodies corporate, or as otherwise requested or consented to by you or permitted by law. In particular, we may need to disclose your personal information to:

- (a) **Regulatory bodies:** In the course of providing our products or services to you, your personal information may need to be disclosed to governmental, regulatory or law enforcement authorities in Australia or elsewhere. Such disclosures will be limited only to the extent required by law or to comply with any request, demand or order of a governmental, regulatory or law enforcement authority or a court in any applicable jurisdiction.
- (b) **Third party verification services:** We may need to verify your identity as required by law or to comply with our internal "know-your-customer" checks procedure. To do this we may utilise third party identify verification services by disclosing your personal information to them for the purposes of verification and confirmation.
- (c) **Other individuals:** When executing your transactions with other persons, some of your personal information, such as your name, may be disclosed to another person.
- (d) **Marketing:** We may also disclose or supply to third parties your information for the purpose of promoting your e-books or other digital products, marketing our products or services, or tailoring the products or services provided by third parties to you. On occasion, we may also engage other companies or individuals to perform services on our behalf such as the distribution of marketing information to you (except where you have chosen to opt out of receiving this information from us).

4. OVERSEAS DATA TRANSFERS

In connection with providing our products or services to you, we may store, use, or disclose your personal information in countries outside of Australia.

We will not send your personal information to recipients outside of Australia without first:

- (a) taking reasonable steps to ensure that the overseas recipient complies with the Australian Privacy Principles and this Privacy Policy;
- (b) obtaining your consent; or
- (c) otherwise complying with the Privacy Act.

By reviewing this Privacy Policy and using our products or services, you consent to any such overseas transfers, provided that they are otherwise in accordance with this Privacy Policy.

5. HOW WE HANDLE & SECURE PERSONAL INFORMATION

We take reasonable steps to protect personal information held by us from misuse, loss or unauthorised access, modification or disclosure.

We implement a variety of security measures to maintain the safety of your personal information when you use our products or services or enter, submit, or access your personal information. Our measures include using appropriate information technology and processes, and using computer and network security systems with appropriate firewalls, encryption technology and passwords for the protection of electronic files. We use a secure server through which all supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway providers database only to be accessible by those authorised with special access rights to such systems, and are required to keep the information confidential.

We will only retain your information for as long as required for the purpose we use your information in accordance with this Privacy Policy, or to comply with legal obligations or resolve disputes. We will take reasonable steps to destroy or de-identify your personal information when we are no longer permitted to keep it.

6. WEBSITE INFORMATION & COOKIES

We make limited use of cookies on our website. A cookie is a small message given to your web browser by our web server. The web browser stores the message, and sends the message back to the server each time you request a page from the server. We only use cookies to tell us when you have set up an account with us previously (i.e. when you are a "registered user" of our website), and sometimes to let us know how you found our website. Where the cookies tell us that you are a registered user, cookies also allow us to automatically link you to your personalised accounts so that you can easily access any products or services only made available to our registered users, without your having to provide us with your username and password on every web page. The cookies allow us only to identify you in our database if you are a registered user, and to connect you to the relevant products and services on our website, but not to track the pages you visited on our website. You always have the option to disable cookies by turning them off in your web browser. However, you should be aware that many of the services available on our website will not

work if you have chosen to do this. In addition to cookies, our servers register the type of web browser you are using and your IP address when you access our website.

7. PROTECTING CHILDREN'S PRIVACY

We strongly believe in protecting the privacy of children. In line with this belief, we do not knowingly collect or maintain personal information on our website from persons under 13 years of age, and no part of our website is directed to persons under 13 years of age. If you are under 13 years of age, then please do not use or access this website at any time or in any manner. We will take appropriate steps to delete any personal information of persons less than 13 years of age that has been collected on our website without verified parental consent upon learning of the existence of such personal information.

8. ACCESSING AND CORRECTING INFORMATION

You are entitled to access the personal information we hold about you and may request that we correct any errors in the information we hold.

If you would like to access or correct your personal information held by us, please contact our Privacy Officer at support@nftbooks.info.

We will take reasonable steps to allow you to access your information unless circumstances exist that would prohibit us from doing so.

We will correct your personal information where we are satisfied that the information is inaccurate, out of date, incomplete, irrelevant or misleading. If we correct any personal information that we have disclosed to third parties, we will take reasonable steps to notify those parties of the change or update. You accept that, following a request to correct your information, we may be required to take reasonable steps to verify your identity or the personal information, which may include confirmation with third parties.

9. DIRECT MARKETING

Where we use your personal information to send you marketing and promotional information, you will be provided with the opportunity to opt-out of receiving such information. Unless you exercise your right to opt-out of such communication, you will be taken to have consented to receiving similar information and communications in the future.

10. HOW TO CONTACT US

If you have any queries, concerns or complaints, or would like to discuss any matter concerning your privacy, please contact our Privacy Officer at support@nftbooks.info.

If you are concerned that we may have breached the Australian Privacy Principles, please contact us immediately. We will undertake a reasonable and expeditious assessment of the concern and suggest relevant resolution processes.

Alternatively, you may wish to contact the Office of the Australian Information Commissioner at the contact details provided above.

11. CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time by publishing changes to it on our website. We encourage you to periodically review this page for our current Privacy Policy and the latest information on our privacy practices.

The effective date of this Privacy Policy is **20 December 2022**.