

Caeli — Privacy Policy

Issued by Caeli Group Pty Ltd (ABN 90 647 928 550) | Last updated: April 2026

Caeli Group Pty Ltd (ABN 90 647 928 550) trading as Caeli ("Caeli", "we", "us" or "our") is committed to protecting the privacy of individuals whose personal information we collect and handle. This Privacy Policy explains how we collect, hold, use and disclose personal information in connection with our business, including the website www.caeli.com.au (the "Website").

We handle personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles ("APPs"). By providing personal information to us or using the Website, you consent to the collection, use and disclosure of your personal information as described in this Privacy Policy.

1. What is personal information?

"Personal information" means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether true or not and whether recorded in a material form or not. It includes information such as your name, contact details, delivery address, and payment information.

2. What personal information we collect

The personal information we collect about you depends on the nature of your interaction with us and may include:

- identity and contact information, such as your name, email address, postal address, delivery address, and phone number;
- transaction information, such as details of the goods you have purchased, your order history, returns history, delivery tracking details, and billing information (payment card details are processed by our payment processors and are not stored by us);
- account information, such as your username, password (stored in encrypted form), marketing preferences, wish lists, and product reviews;
- communications, including enquiries, feedback, reviews, complaints, survey responses, and records of correspondence with our customer service team;
- technical and usage information, such as your IP address, device identifiers, browser type and version, operating system, referring URL, pages visited on the Website, time spent on pages, and interactions with the Website; and
- marketing and analytics data, including information collected via cookies, pixels, tags and similar technologies (see section 9).

We generally do not collect sensitive information (such as information about health, race, religion or political views). If it becomes necessary for us to collect sensitive information, we will only do so with your consent or where we are otherwise permitted or required to do so by law.

3. How we collect personal information

We collect personal information:

- directly from you, for example when you create an account, place an order, subscribe to our marketing communications, submit a review, fill out a form, or contact us;
- automatically, through the use of cookies and similar technologies when you interact with the Website (see section 9);

- from third parties, such as payment processors, delivery partners, fraud-prevention providers, analytics providers, advertising platforms, and social media services (where permitted by their terms and applicable law); and
- from publicly available sources, where appropriate.

Where it is reasonable and practicable to do so, we collect personal information directly from you.

4. Why we collect, hold, use and disclose personal information

We collect, hold, use and disclose personal information for the following primary purposes:

- to process and fulfil your orders, including payment processing, delivery and returns;
- to set up and manage your account and provide customer support;
- to communicate with you about your orders, account, or enquiries;
- to operate, maintain, secure, improve and personalise the Website and our products;
- to conduct data analytics, market research and product development;
- to send you marketing communications and personalised offers where you have consented or we are otherwise permitted to do so, including by email, SMS, push notification, postal mail, or through targeted advertising on third-party platforms;
- to prevent, detect and investigate fraud, misuse and illegal activity, and to protect our rights, property and safety and those of our customers and others; and
- to comply with our legal obligations, including under the Australian Consumer Law, tax law and record-keeping laws.

5. Who we disclose personal information to

We may disclose your personal information to third parties for the purposes set out above, including:

- service providers who support our business, such as website hosting, cloud storage, IT and security providers, payment processors, warehouse and fulfilment providers, couriers and delivery partners, marketing and analytics platforms, advertising networks, customer-review platforms, email/SMS service providers, and customer support tools;
- our professional advisers, including lawyers, accountants, auditors and insurers;
- related entities and successors in the event of a corporate restructure, sale, merger or acquisition;
- government, regulatory and law-enforcement agencies where we are required or authorised by law to do so; and
- any other person with your consent.

We require our service providers to handle personal information in accordance with applicable privacy laws and only for the purposes for which we disclose it to them.

6. Overseas disclosure

Some of our service providers are located, or store personal information, outside Australia. The countries in which such service providers are likely to be located include the United States, the United Kingdom, members of the European Union, and other countries where our service providers operate. We take reasonable steps, including putting contractual protections in place, to ensure that overseas recipients handle personal information in accordance with the APPs.

7. Direct marketing

We may use your personal information to send you direct marketing communications about our products, promotions, competitions, events and related content. These communications may be sent by email, SMS, push notification, postal mail, or via targeted advertising on third-party platforms. We will only send you marketing communications where we have your consent (express or implied) or where we are otherwise permitted to do so under the Spam Act 2003 (Cth) and the Privacy Act 1988 (Cth).

You can opt out of receiving marketing communications from us at any time by using the unsubscribe link in any email we send you, by following the opt-out instructions in an SMS, by updating your account preferences, or by contacting us at privacy@caeli.com.au. It may take a short period for your preferences to be applied. Please note that you will continue to receive transactional communications about your orders and account after you opt out of marketing communications.

8. Children

The Website is not directed to, and we do not knowingly collect personal information from, children under the age of 18. If you believe we may have inadvertently collected personal information from a child, please contact us and we will take reasonable steps to delete it.

9. Cookies and similar technologies

When you use the Website, we and our service providers use cookies, pixels, tags, local storage, software development kits and similar technologies to collect information about your device and your interactions with the Website. These technologies help us to operate, secure, analyse, personalise and improve the Website, remember your preferences, and deliver and measure the performance of advertising.

Most browsers allow you to manage cookies through their settings, including to block or delete them. However, if you block cookies, some parts of the Website may not function properly. Where required by law, we will seek your consent before placing non-essential cookies on your device.

10. Data security

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure. These steps include the use of encryption in transit, access controls, secure storage environments, staff training, and regular review of our information-handling practices.

However, no method of transmission over the internet, or method of electronic storage, is completely secure. While we take reasonable steps to protect personal information, we cannot guarantee absolute security. You are responsible for keeping your account credentials secure.

11. Retention of personal information

We retain personal information only for as long as is reasonably necessary for the purposes for which it was collected, or as required or permitted by law (including for tax, accounting and consumer-law record-keeping purposes). When we no longer need to hold your personal information, we take reasonable steps to destroy or de-identify it.

12. Access and correction

You may request access to, or correction of, the personal information we hold about you by contacting us using the details at the end of this policy. We will respond to your request within a reasonable period, typically within 30 days. We may ask you to verify your identity before providing access to or correcting your personal information.

In certain limited circumstances permitted under the Privacy Act 1988 (Cth), we may refuse access to, or correction of, your personal information. If we refuse, we will provide you with reasons for our decision and information about how you can complain.

13. Complaints

If you believe that we have breached the APPs or mishandled your personal information, please contact us at privacy@caeli.com.au. We will acknowledge your complaint and investigate it, and we will respond to you within a reasonable period (typically within 30 days).

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

- Website: www.oaic.gov.au
- Phone: 1300 363 992
- Post: GPO Box 5288, Sydney NSW 2001

14. DISCLAIMER — WEBSITE CONTENT AND ACCURACY OF INFORMATION

This clause is important. It relates to information made available on the Website and should be read together with our Website Terms of Use.

All information, product descriptions, specifications, images, articles, guides, FAQs, promotional content and other material published on the Website (together, the "Website Content") is provided for general information only and on an "as is" basis. Website Content is not personal or professional advice of any kind (including medical, legal, financial or taxation advice) and must not be relied on as such.

To the maximum extent permitted by law:

- we make no representation or warranty as to the accuracy, completeness, currency, reliability or suitability for any particular purpose of any Website Content;
- we accept no responsibility or liability for any loss or damage (including indirect or consequential loss) suffered by any person arising from any reliance on, or use of, any Website Content, or from any error, omission or inaccuracy in any Website Content;
- any figures, statistics, claims or information referenced from third-party sources are reproduced for convenience only and we take no responsibility for their accuracy or completeness; and
- you acknowledge that you should independently verify any Website Content before acting on it.

Nothing in this clause excludes, restricts or modifies any consumer guarantee or other right that cannot lawfully be excluded, restricted or modified under the Australian Consumer Law.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, our products, or the law. The updated Privacy Policy will be posted on the Website, and the "last updated" date at the top of this Privacy Policy will be revised. Your continued use of the Website or our products after an update constitutes acceptance of the updated Privacy Policy.

16. Contact us

If you have any questions about this Privacy Policy, or would like to exercise any of your rights under the Privacy Act 1988 (Cth), please contact:

Privacy Officer, Caeli Group Pty Ltd trading as Caeli

Email: privacy@caeli.com.au

Website: www.caeli.com.au

Phone: (03) 7071 0460