
PRIVACY POLICY AND COOKIE STATEMENT – VIDAXL.COM.AU

Version 2026-04-28

This Privacy Policy and Cookie statement explains how we collect, hold, use and disclose personal information in connection with purchases and activities on this website. The website is operated by vidaXL Commerce AU Pty Ltd (ABN 32 632 006 832) (“vidaXL”, “we”, “us”), an Australian company that operates the online sales platform and sells products through the Webshop.

Throughout this Policy, “vidaXL” may also refer to other entities that assist in operating, servicing or supporting the Webshop.

We are committed to handling personal information in accordance with the Australian Privacy Principles contained in the Privacy Act 1988 (Cth).

SUMMARY:

Category	Details
Who Collects personal information?	vidaXL Commerce AU Pty Ltd (Webshop operator and product seller) We may also share personal information with third parties depending on how you interact with the Webshop (see Section 4).
How we handle personal information?	We collect, use and disclose personal information where it is reasonably necessary to operate our business, provide our products and services, or where you have consented, or where required or permitted by law.
Examples of how we use personal information	• Visitors → IP address, device and browsing behaviour (analytics and website functionality) • Customers → Contact details for orders, delivery and support • Account holders → Login details, order tracking and fraud prevention • Orders and payments → Billing and delivery information processed securely • Wish lists → Stored to personalise your experience • Reviews → Used to verify purchases and improve services • Customer service → Calls, emails and chats may be recorded for support and quality purposes • Marketing → Newsletters and promotions is sent only with consent or valid inferred consent under Australian law
Personal information disclosure	Personal information may be shared with service providers and business partners such as payment providers, delivery companies, IT providers and marketing providers. We may also disclose information where required by law or to prevent fraud (see Section 4).
Your Rights	You have the right to: • request access to your personal information; • request correction of your personal information; and • make a complaint about how your personal information is handled. See Section 5 for details.

Category	Details
Overseas Transfers	Your personal information may be disclosed to recipients outside Australia. We take reasonable steps to ensure these recipients handle your information in accordance with Australian privacy laws (see Section 6).
Personal information retention	We retain personal information only as long as necessary for our business and legal obligations (for example, up to 7 years for transaction data). See Section 7 for details.
Security Measures	We use technical and organisational measures to protect personal information, including encryption, access controls, monitoring and staff training (see Section 8).
Cookies & Trackers	We use cookies and similar technologies for functionality, analytics and marketing. You can manage your preferences via our cookie banner or browser settings (see Section 9).

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1. DEFINITION.

In this Privacy and Cookie statement, the following terms have the meanings set out below:

Webshop:	means the online store accessible via www.vidaxl.com.au and any other website, application or URL designated by vidaXL for the online sale of products in Australia;
APPs:	Means the Australian Privacy Principles contained in Schedule 1 to the Privacy Act 1988 (Cth);
Personal information:	has the meaning given in the Privacy Act 1988 (Cth), being information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not and whether recorded in a material form or not;
Sensitive information:	has the meaning given in the Privacy Act 1988 (Cth);
Interaction:	means the use of features on the Webshop such as creating a Wish List, completing checkout, subscribing to a newsletter, using “My Account”, participating in auctions, using the chat function, or engaging with other interactive functionalities;
Webshop Visitor:	means a person visiting the Webshop who does not actively interact with the Webshop beyond browsing;
Webshop Customer:	means a person who interacts with the Webshop, including by creating an account, placing an order, submitting a review, contacting customer service or otherwise using Webshop functions;
Account:	means the account a customer may create through the Webshop to place and manage orders and access certain Webshop features;
Privacy Policy and Cookie Statement:	means this Privacy Policy and Cookie Statement.

Unless otherwise defined, terms used in this Privacy Policy and Cookie Statement that are defined in the Privacy Act 1988 (Cth) have the same meaning in this Policy.

2. WHO COLLECTS PERSONAL INFORMATION?

2.1 Your personal information may be collected, held, used and disclosed by different entities depending on how you interact with the Webshop, the products and services you use, and the support functions involved in providing those products and services.

2.2 Responsibility for your personal information. For users of the Australian Webshop, personal information may be handled by vidaXL Commerce AU Pty Ltd and other entities involved in operating the Webshop, supplying products, processing payments, providing customer service, carrying out fraud prevention activities, managing logistics, and supporting internal business operations. In this Policy, “vidaXL”, “we”, “us” or “our” refers to vidaXL Commerce AU Pty Ltd and, where relevant, other vidaXL entities involved in those activities.

2.3 Other entities involved. Depending on your Interaction with the Webshop, we may also disclose personal information to third parties and service providers, including payment providers, logistics providers, customer service providers, software and hosting providers, marketing providers and other parties described in section 4.

3. COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

3.1 GENERAL APPROACH

We collect, hold, use and disclose personal information only where it is reasonably necessary for our functions or activities, where you have consented, or where we are otherwise permitted or required to do so by law.

Where appropriate, we collect personal information:

- with your express consent, for example where you opt in to receive marketing communications or accept certain cookies;
- with your implied consent, for example where you provide information needed for us to process and deliver an order; or
- because the collection, use or disclosure is required or authorised by law.

If you choose not to provide certain personal information, we may not be able to provide some products, services or Webshop functions to you.

3.2 OUR PROCESSING & REASONS

The tables below describe the main types of personal information we collect and how we handle them in connection with the Australian Webshop.

3.2.1 WEBSHOP VISITORS (COLLECTION MAY VARY DEPENDING ON YOUR COOKIE SETTINGS).

Personal information	Purpose	Reason for collection / use
IP Address, Device Type, Referrer, Country, Browsing Behaviour	To optimize the user experience, load correct version, analyse Webshop usage, and display ads	Reasonably necessary for operating and improving the Webshop; consent where required for analytics or marketing cookies

3.2.2 WEBSHOP CUSTOMERS.

Same as above, plus:

Personal information	Purpose	Reason for collection / use
Contact details, preferences, ordered products	To fulfil orders, provide customer support, personalise the customer experience and make relevant product suggestions	Reasonably necessary to provide products and services; consent where required for marketing or personalisation

3.2.3 ACCOUNT HOLDERS

Personal information	Purpose	Reason for collection / use
Name, email address, password	To create and manage your account, track orders, maintain account security and prevent abuse	Reasonably necessary to provide account functionality and protect the Webshop and customers

3.2.4 ORDERS AND PAYMENTS.

Personal information	Purpose	Reason for collection / use
Name, billing address, delivery address, contact details,	To process and deliver orders, manage billing, verify payments,	Reasonably necessary to supply products and services, maintain

payment method, IP address, order information	prevent fraud, handle cancellations, refunds and after-sales support	payment security and comply with legal obligations
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Payment information may also be shared with selected payment partners and service providers to process transactions, verify payment status, reduce payment errors and prevent fraud.

3.2.5 AUCTION.

Personal information	Purpose	Reason for collection / use
Bidder nickname	To enable bidding functionality and provide visibility during auctions	Reasonably necessary to operate auction features
Account information and order-related information linked to auction activity	To prevent abuse, manage disputes and process auction outcomes	Reasonably necessary to operate auctions and protect the integrity of the Webshop

3.2.6 WISH LISTS.

When you create a Wish List in our Webshop and add products while logged out, those products may remain on the list for 30 days. If you add products while logged in, you can find them in your account.

Personal information	Purpose	Reason for collection / use
Wish List items	To remember saved preferences and show relevant products	Reasonably necessary to provide Wish List functionality; consent where required
IP address, browsing behaviour	To associate Wish List activity with your session and improve your experience	Reasonably necessary to operate the Webshop; consent where required for cookies or similar technologies

3.2.7 REVIEWS

vidaXL may enable customers to review products and services after placing an order. These reviews help us improve our services and inform other customers. We may also invite customers to participate in customer satisfaction surveys. The personal information collected varies depending on the type of review or survey and whether the activity is managed by vidaXL or a third party.

3.2.7.1 PRODUCT AND SERVICE REVIEW MANAGED BY VIDAXL.

Personal information	Purpose	Reason for collection / use
Name, email address, product purchased, order number, residence (for service reviews)	To display reviews, link reviews to orders, verify that the reviewer is a customer, follow up on complaints and improve our services	Reasonably necessary to manage reviews and improve services; consent where appropriate

3.2.7.2 REVIEWS SUBMITTED VIA THIRD-PARTY PLATFORMS. When clicking “Write a review” or similar links on our Webshop, you may be redirected to a third-party review platform (one of vidaXL’s contracted partners). These parties collect and use your personal information under their own privacy policies. vidaXL does not control how they handle your information.

Personal information	Purpose	Reason for collection / use
Name, email address	Display on third-party site, customer verification	Collected and handled by the third party in accordance with its privacy practices

Note: we invite you to consult the Third Party's privacy policy before submitting a review.

3.2.7.3 COMPARISON SITES WITH REVIEW FUNCTIONALITY. You may also review vidaXL through independent comparison sites showing our product listings.

Personal information	Purpose	Reason for collection / use
Name, email address	Contact in case of complaints, display on platform	Consent or other basis applied by the relevant platform; reasonably necessary for complaint handling where applicable

3.2.7.4 CUSTOMER SATISFACTION SURVEYS. After you purchase or interact with our customer service, you may be invited to complete a customer satisfaction survey. These surveys are conducted by Third Party service providers on behalf of vidaXL.

Personal information	Purpose	Reason for collection / use
Name, email address and/or phone number, experience details, order information, IP-address, feedback text	Contact for feedback, validate input, distribute survey, follow-up if needed, improve services and training, link experience to specific transaction, prevent multiple entries from the same user, evaluate quality service	Reasonably necessary to improve services and manage customer feedback; consent where appropriate

3.2.8 CUSTOMER SERVICE INTERACTIONS.

You may contact vidaXL's customer service to ask questions, request support, or file complaints. Contact options include phone, email, chat, or the online complaints form available on our Webshop. We collect and use your personal information to respond to and manage your request.

3.2.8.1 CUSTOMER SERVICE INTERACTIONS.

Personal information	Purpose	Reason for collection / use
First and last name, email address, phone number, order number (if applicable), description of the issue or question	To identify the customer, respond to enquiries, provide updates, investigate complaints, identify purchases and resolve requests	Reasonably necessary to provide support, manage complaints and comply with applicable legal obligations
Chat-specific: first and last name, email address, chat subject	To provide live assistance and respond to customer requests	Reasonably necessary to provide customer service

3.2.8.2 RECORDING OF INTERACTIONS. Phone conversations with customer service may be recorded for the following purposes:

Personal information	Purpose	Reason for collection / use
Voice recording of the call	Staff training, service improvement, complaint validation and quality assurance	Reasonably necessary for customer service quality and complaint handling; consent or notice where required by applicable law

You will be informed if a call is being recorded. Where required, you will be given the option not to proceed with the recording. Recordings will be stored securely and retained only for as long as reasonably necessary for the purpose for which they were collected.

3.2.9 NEWSLETTER.

Personal information	Purpose	Reason for collection / use
Name, email address, preferences, order history where relevant	To send general and personalised marketing communications, promotions, product updates and service messages	Consent where required, including opt-in for marketing communications; otherwise as permitted by law

You can opt out of receiving marketing communications at any time by clicking the unsubscribe link in a marketing email, updating your account preferences, or contacting us using the details in this Policy.

4. WHO WE SHARE YOUR PERSONAL INFORMATION WITH

4.1 We may disclose your personal information to third parties for the purposes of:

- fulfilling your orders;
- providing our products and services;
- operating and improving the Webshop;
- marketing and customer engagement (based on consent or valid inferred consent under Australian law); and
- complying with legal and regulatory obligations.

These third parties include service providers, business partners and other organisations that assist us in operating our business.

4.2 Service providers and business partners. We may share personal information with the following categories of recipients:

Category	Purpose	Reason for disclosure
Customer service providers (including vidaXL related entities and external providers)	Handling customer enquiries, complaints and support requests	Reasonably necessary to provide customer support and manage customer relationships
Payment service providers (e.g. Paypal, Klarna, Adyen, etc.)	Processing payments securely, verifying transactions and preventing fraud	Reasonably necessary to process payments and comply with financial and legal obligations
Logistics and delivery companies	Delivering orders and managing returns	Reasonably necessary to fulfil orders and provide delivery services
Marketing and survey providers	Sending newsletters, promotions and collecting customer feedback	Consent where required, otherwise reasonably necessary to improve services and customer experience
Product development and quality teams	Analysing customer feedback and improving products and services	Reasonably necessary to operate and improve our business

Note: this list may not be exhaustive.

Learn more about how Google processes personal information on Google's Business Data Responsibility page [Business Data Responsibility](#).

4.3 IT systems and operational support providers. We also disclose personal information to service providers who help us operate our systems and business functions, such as:

Category	Purpose
Cloud hosting and IT infrastructure providers	Website hosting, data storage and system operations

CRM and customer service platforms	Managing customer interactions and support requests
Email and marketing platforms	Sending newsletters and managing communication preferences
Chat and interaction tools	Providing real-time customer support
Debt collection providers	Managing outstanding payments and recovery processes

Note: this list may not be exhaustive. These service providers are required to handle personal information in accordance with applicable privacy laws and our contractual requirements.

4.4 Use of subcontractors. Some of our service providers may use subcontractors to assist in providing their services. Where this occurs, we take reasonable steps to ensure that appropriate safeguards are in place to protect your personal information.

4.5 Other disclosures. We may also disclose personal information with the following parties:

Category	Examples	Purpose	Reason for disclosure
Government and regulatory authorities	Courts, regulators, law enforcement agencies	Legal compliance, fraud prevention and investigation	Required or authorised by law
Financial and fraud prevention partners	Fraud detection services, debt recovery agencies	Risk management and fraud prevention	Reasonably necessary to protect our business and customers
Marketing partners	Email marketing providers, print service providers	Marketing and customer engagement	Consent where required, otherwise reasonably necessary
Professional advisers	Lawyers, accountants, auditors	Legal, compliance and business advice	Reasonably necessary for business operations and legal compliance

4.6 Business transfers. If we undergo a business transaction such as a sale, merger, restructuring or reorganization, your personal information may be disclosed to relevant third parties (such as prospective buyers or entities), provided that appropriate confidentiality and data protection measures are in place.

5. YOUR RIGHTS

5.1 Under Australian Privacy laws, you have the right to:

- **Access your personal information:** You may request access to the personal information we hold about you.
- **Request correction of your personal information:** You may request that we correct personal information that is inaccurate, out-of-date, incomplete, irrelevant or misleading.
- **Make a complaint:** You may complain about how we handle your personal information.

5.2 How to exercise your rights. You can exercise your rights by contacting us via phone, email or mail. We will respond to your request within a reasonable period (generally within 30 days) and will need to verify your identity prior to processing your request.

6. OVERSEAS DISCLOSURES OF PERSONAL INFORMATION

6.1 vidaXL operates within an international corporate network of affiliated and contractually linked companies (referred to as the “vidaXL consortium”). While some companies are part of the same legal group, others operate under the vidaXL brand through close commercial and operation collaboration. These companies are located both within and outside of Australia.

6.2 Access within the vidaXL consortium. Personal data may be transferred by vidaXL entities, affiliates, third parties located in the following countries depending on operational requirements:

- the EEA (the Netherlands, Romania, Poland, etc.)
- Australia
- The United States
- Asia (India, China, etc.)

Each of these entities only accesses Personal data as required to perform their contractual role (logistics, customer service, IT supports, etc.).

6.3 We take reasonable steps to ensure that overseas recipients handle your personal information in a manner consistent with the Australian Privacy Principles. These steps may include:

- entering into contractual arrangements that require the recipient to protect personal information;
- assessing the recipient's privacy practices; and
- implementing technical and organisational safeguards.

Where we are unable to ensure that an overseas recipient will handle your personal information in accordance with the APPs, we will seek your consent before disclosing the information.

7. HOW LONG WILL MY PERSONAL INFORMATION BE KEPT?

7.1 We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, including to provide our products and services, comply with legal obligations, resolve disputes and enforce our agreements. Retention periods may vary depending on the type of information and the purpose for which it is used.

7.2 When determining how long to retain personal information, we consider factors such as: legal and regulatory requirements (for example, tax and accounting obligations), the nature of the information, the purpose of the information, the purpose for which the information was collected and the need to retain the information for dispute resolution, fraud prevention or legal claims.

Type of personal information	Purpose	Retention Period	Legal Basis/Justification
Order and transaction information	Order fulfilment, customer service, accounting	Typically up to 7 years	To comply with record-keeping obligations under the Corporations Act 2001 and tax laws (e.g. Income Tax Assessment Act 1997), and as reasonably necessary under the Privacy Act
Customer Service Interactions	Complaint resolution, service quality monitoring	Typically 2-5 years, or longer where required	Reasonably necessary for dispute resolution, complaint handling, and to manage potential claims under the Australian Consumer Law
Review and Survey responses	Displaying reviews, service feedback	Up to 2 years (or de-identified thereafter)	Reasonably necessary for service improvement and analytics; may be anonymised in line with Privacy Act requirements

Email communications (marketing)	Marketing, service updates	Retained while consent is active and for a reasonable period thereafter	Based on consent under the Spam Act 2003; limited retention thereafter for compliance purposes (e.g. suppression lists)
Inactive Account Data	Fraud prevention, legal protection	Typically deleted or de-identified after 2 years of inactivity	Reasonably necessary to prevent fraud, manage legal risks, and comply with Privacy Act obligations
Chat Transcripts	Customer service reference	Typically 2–5 years, or longer where required	Reasonably necessary for customer service, dispute resolution, and potential legal claims
Customer contact details, purchase history, product identifiers, delivery records	Consumer warranties	Typically 6–7 years after transaction	To meet obligations and manage claims under the Australian Consumer Law and applicable limitation periods
Same as above, plus complaint handling records, support communications	Product Liability Claims	Up to 10 years where required	Reasonably necessary to manage product liability risks and comply with safety obligations under the Australian Consumer Law
Customer and product information necessary to identify affected users and perform notification	Product Recalls / Safety Notices	Typically 6–7 years, or longer if required	Reasonably necessary to comply with product safety and recall obligations under the Australian Consumer Law
All customer Interaction data relevant to claims	Legal Claims	Typically 6–7 years	Based on applicable limitation periods (e.g. Limitation Act 1969) and reasonably necessary under the Privacy Act

7.3 Archiving and deletion. Once the applicable retention period expires, your personal information will either be securely deleted, anonymised or archived in a way that it is no longer accessible or identifiable unless further retention is legally required.

8. HOW WE PROTECT YOUR PERSONAL INFORMATION

8.1 General principles. We take reasonable steps to protect your personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. The measures we use are appropriate to the sensitivity of the information, the nature of our business and the risks involved.

8.2 Examples of security measures implemented. To safeguard your personal information, we use a combination of technical and organisational measures, including:

Category	Examples of Measures
Technical Security	• SSL/TLS encryption for personal information in transit

Organizational security	• Employee confidentiality agreements; • Mandatory personal information protection training; • Limited access to personal information based on job roles; • Vendor risk assessments for third parties
Monitoring and Response	• Continuous system monitoring for unusual access attempts • Regular audits and penetration testing; • Incident response plan in case of data breach
Personal information minimization and retention	• Personal information is only retained as long as necessary • Pseudonymisation/anonymization used where full identification is not required

8.3 Your responsibility. We also expect you to take steps to protect your personal information, by, for instance, always keeping your login credentials confidential, using a strong password and avoid using the same password for multiple accounts, log out when using public or shared devices, immediately notify vidaXL or any suspected misuse of your Account.

9. COOKIES, TAGS & TRACKERS

9.1 What are cookies, tags and trackers? Cookies are small text files stored on your device (for example, your computer, smartphone or tablet) when you visit a website. Similar technologies such as tags, trackers and web beacons may also be used (together referred to as “cookies”). These technologies help us and our partners understand how you use the Webshop and enable certain features and functionality.

9.2 Why do we use cookies? Cookies can be used to:

- Enable Webshop functionality (e.g. shopping cart, login);
- Improve performance and user experience;
- Conduct analytics and A/B testing
- Show personalized ads and product recommendations;
- Track marketing effectiveness across platforms;
- Enable social media and affiliate integrations.

9.3 Cookies used on this website

Cookie Type	Purpose	Services/Tools Used	Personal Information Collected	Can Be Refused?
Strictly Necessary Cookies	Essential for site functionality (e.g. privacy settings, logging in, forms). Blocking may affect site operation.	First-party cookies, Creativecdn.com, mdgid.com, wp.pl	Generally does not include identifiable personal information	No
Functional Cookies	Enable enhanced features & personalization. Some services may not work without them.	Zoovu, Swogo	May include usage data or preferences	Yes
Performance Cookies	Analyse visits and traffic for site improvement.	Hotjar, Yotpo, CID	Typically aggregated or de-identified	Yes

	Personal information is aggregated and anonymous.		personal information	
Targeting Cookies	Used by advertising partners to show relevant ads based on browsing profile.	Cquotient.com, youtube.com, skroutz.gr, tpmn.co.kr, adnxs.com, casalemedia.com, meba.kr, media.net, bh.contextweb.com, 1rx.io, yahoo.com, bing.com, krxd.net, exchange.mediavine.com, udmserve.net, dpm.demdex.net, static.criteo.net, bidswitch.net, pubatic.com, analytics.yahoo.com, doubleclick.net, Criteo.com, 360yield.com, console.adtarget.com.tr, yieldlab.net, targeting.unrulymedia.com, demdex.net, tremorhub.com,	Pseudonymous personal information relating to browsing behaviour	Yes
Affiliate Cookies	Track referral and sale attribution from partners.	Facebook.com, ct.pinterest.com	Typically does not include directly identifiable personal information	Yes

Note: the specific details for each cookie category and each cookie can be found on the cookie banner on the Webshop.

9.4 Managing cookies

9.4.1 When you visit the Webshop, a cookie banner will appear at the bottom of the Webshop. You have the following options:

- Accept all cookies; this includes essential, analytical and marketing cookies.
- Personalize settings:
 - o you can opt in to analytical and marketing cookies.
 - o If you do not opt in and click “save settings” only essential cookies will be used.
- Refuse all cookies except for those which are strictly necessary

9.4.2 Other cookie management options. You may also control cookie usage by adjusting settings in your browser. Because each browser is different, vidaXL recommends referring to your browser’s help section or device manual for instructions. You can delete cookies manually from your computer, tablet or phone’s hard drive. Refer to your browser or device guide for instructions. If cookies are fully disabled, some functionality of the vidaXL Webshop may no longer work properly.

10. HOW TO MAKE A CLAIM

10.1 Contacting us. If you have any questions, concerns or complaints about the way we handle your personal information, or if you wish to exercise your privacy rights, you can contact us via email at webservice@vidaxl.com.au or by mail at Suite 1, Level 11, 66 Goulborn Street, Sydney NSW 2000.

10.2 Escalating your complaint. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner.

11. CHANGES TO THIS NOTICE

The contents of this Privacy Policy and Cookie Statement can be amended. The most current version can always be found on the vidaXL Webshop. vidaXL advises that you regularly check this Privacy Policy and Cookie Statement, at least before you provide vidaXL with Personal Information.