

House of Machina Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <https://www.houseofmachina.com.au/> (the “Site”).

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

The Site is not intended for individuals under the age of 18 years of age.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at manager@houseofmachina.com.au, via phone on 1300904645 or by mail using the details provided below:

23/536 Clayton Road, Clayton South, VIC, 3169, Australia

Cookies policy

House of Machina ("us", "we", or "our") uses cookies, tracking pixels and related technologies on www.houseofmachina.com.au (the "Service"). By using the Service, you consent to the use of these cookies, tracking pixels and related technologies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

What are cookies

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

Cookies can be "persistent" or "session" cookies.

How House of Machina uses cookies

When you use and access the Service, we may place a number of cookies files in your web browser.

We may use cookies, pixels and related technologies for the following purposes:

1. to enable certain functions of the Service
2. to provide analytics and track how you use the site including gathering data via the use of Google Analytics. This includes the gathering of data for Google Analytics Demographics and Interest Reporting.
3. to store your preferences
4. to enable advertisements delivery including on Google, Facebook, Instagram and any of their partnering networks (including the Google Display Network). This includes ads using Google remarketing, search, display or video ads & Facebook/Instagram ads & re-targeting, as well as any behavioral/interest-based advertising. It also includes the use of Google Analytics data, including the Google Analytics Demographics and Interest reporting, for the purposes of displaying ads.

We may use both session and persistent cookies on the Service and we use different types of cookies to run the Service.

We may use essential cookies to authenticate users and prevent fraudulent use of user accounts.

Third-party cookies

In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on.

Third party vendors, including Google and Facebook, may use these third party cookies, web beacons and other storage technologies to collect or receive information from the Service (and elsewhere on the Internet) and use that data to provide measurement services and to serve ads, including ads based on past visits to the Service.

What are your choices regarding cookies

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

- AllAboutCookies: <http://www.allaboutcookies.org/>
- Network Advertising Initiative: <https://optout.networkadvertising.org/>
- <https://optout.aboutads.info/>
- You can opt out of Google's use of cookies by visiting Google's Ads Settings page: <https://adssettings.google.com>.
- You can also use a Google Analytics Opt-out Browser Add-on to prevent data from being used by Google Analytics: <https://tools.google.com/dlpage/gaoptout/>
- You can also control the use of device identifiers by using your device settings: <https://support.google.com/ads/answer/1660762#mob>