



## Privacy Policy – Utilitarian (AU + EU Harmonised)

*Last updated: 22/08/2025*

### 1. Who we are

**Utilitarian Pty Ltd** (Australia), and its subsidiaries including **Utilitarian B.V.** (Netherlands), together referred to as “**Utilitarian**”, “**we**”, “**us**”, or “**our**”.

We provide a white-label web-based platform enabling retailers to run promotional campaigns, including features such as customer photo submissions, brand confirmation, and email capture.

We are committed to protecting your personal information and complying with the **Australian Privacy Act 1988 (Cth)** and the **EU General Data Protection Regulation (GDPR)**.

### 2. Personal data we collect

Depending on how you use the platform, we may collect: - **Contact details** – such as email address. - **Photo submissions** – images uploaded by customers (usually of products). - **Brand/product identifiers** – information provided or confirmed by the customer. - **Store or retailer details** – information linked to the campaign. - **Technical information** – e.g. IP address, browser type, approximate location (not used for profiling).

We do **not** collect: - Biometric data, - Financial/payment details (payments are handled by clients directly), - Sensitive categories of data unless voluntarily disclosed in photo or text input (not expected).

### 3. How we collect personal data

Directly from customers when they participate in a retailer’s campaign using our platform.

From retailers (our clients) who provide campaign details.

Automatically, via cookies and similar technologies, when accessing our platform or emails.

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#### 4. Purpose of collection and use

We use personal data strictly for: 1. **Operating the platform** – enabling retailer campaigns and customer participation. 2. **Communications** – sending thank you or confirmation emails on behalf of the retailer. 3. **Service improvement** – maintaining, securing, and improving the platform. 4. **Legal compliance** – meeting our regulatory or contractual obligations.

We do not sell personal data to third parties. Data sharing with third-party brand partners (if any) is solely managed by the retailer, not Utilitarian.

#### 5. Legal basis for processing (GDPR)

When processing personal data of EU/EEA users, we rely on: - **Performance of contract** – operating the platform as instructed by the retailer (our client). - **Legitimate interests** – maintaining and improving our services. - **Consent** – where required (e.g. for marketing communications, managed by the retailer).

#### 6. Controller vs. Processor

**Retailers (our clients)** act as **data controllers**: they decide the purposes and means of processing customer data collected during campaigns.

**Utilitarian** acts as a **data processor**: we process personal data on behalf of retailers, in accordance with their instructions and applicable law.

Where Utilitarian collects limited business contact or technical data for its own purposes (e.g. security logs, analytics), Utilitarian is the controller for that data.

#### 7. Data storage and international transfers

We host personal data in **Australia** and the **European Union** (Netherlands).

EU personal data remains stored in the EU unless transferred under appropriate safeguards (e.g. EU Standard Contractual Clauses).

We apply reasonable technical and organisational measures to protect data across both jurisdictions.

## 8. Data sharing

We may share personal data with: - Our **subsidiaries and affiliates** (AU/NL) for operational purposes. - **Service providers** – e.g. cloud hosting, email delivery, analytics, IT security. These providers act as processors under strict agreements. - **Retailers (our clients)** – end-user data is shared back with the retailer who operates the campaign. - **Legal authorities** – if required by law.

We do not authorise onward sale of personal data by retailers or their partners unless end-users have been clearly informed and provided valid consent.

## 9. Data retention

Personal data is retained for the duration of the campaign and a reasonable period thereafter to ensure compliance and resolve disputes.

At the end of the retention period, data is either deleted or de-identified.

Users may request deletion at any time (see Section 11).

## 10. Security

We implement reasonable technical and organisational measures to protect personal data against unauthorised access, alteration, disclosure, or destruction.

## 11. Your rights

Under GDPR (EU/EEA users):

Right of access, rectification, erasure, restriction, objection, and portability.

Right to withdraw consent where processing is based on consent.

Right to lodge a complaint with a supervisory authority.

Under Australian law:

Right to access and correct your personal information.

Right to complain to us and, if unresolved, to the Office of the Australian Information Commissioner (OAIC).

Requests can be made via the contact details below.

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## **12. Contact us**

### **Australia:**

Utilitarian Pty Ltd

Level 17, Angel Place, 123 Pitt Street, Sydney, NSW 2000

Email: [privacy@utilitarian.world](mailto:privacy@utilitarian.world)

### **Europe:**

Utilitarian World B.V.

Schiedamse Vest 154, 3011 BH Rotterdam, Netherlands

Email: [privacy@utilitarian.world](mailto:privacy@utilitarian.world)

## **13. Updates to this policy**

We may update this Privacy Policy from time to time. Updates will be published on our website with the revised date. If changes are significant, we will notify clients directly.