



WHERE LEGENDS LIVE FOREVER

Privacy Policy for Autograph Alley

At Autograph Alley, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, store, and safeguard your personal data in compliance with the Australian Privacy Principles (APPs) outlined in the **Privacy Act 1988 (Cth)**.

You can access further details about the APPs at the [Office of the Australian Information Commissioner's website](#).

Information We Collect

We may collect the following types of personal information:

- Your name
- Contact details, including address, email address, and phone number
- Transaction history related to memorabilia purchases or authentication services
- Information relevant to customer feedback, promotions, or surveys
- Data collected via cookies on our website

A detailed list of cookies collected is available under the "List of Cookies We Collect" section of our website.

How We Use Your Personal Information

We collect personal information for the following purposes:

1. **Providing Services:** To authenticate memorabilia and process your purchases or inquiries.
2. **Customer Support:** To communicate with you and provide updates related to our services.
3. **Marketing:** To send promotional materials or offers, where you have opted to receive them.
4. **Third-Party Verification:** To conduct verification checks on memorabilia; note that your personal data is not included in these checks.

We will always explain why we are collecting your information and how it will be used where appropriate.

Sensitive Information

Sensitive information (e.g., racial or ethnic origin, political opinions, health data) will only be collected and used under the following conditions:

- With your explicit consent
 - When required by law
 - For purposes directly related to the services we provide
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Third-Party Information Collection

Where possible, we collect your information directly from you. However, we may also receive information from third parties, such as payment processors or external verification services. We will take reasonable steps to ensure you are informed when such data is shared with us.

Disclosure of Personal Information

We may share your personal information only under the following circumstances:

- With your consent
- To comply with legal obligations or protect our rights
- With third-party providers directly involved in delivering our services

We will not sell or lease your personal information to any third party.

Security of Your Information

We take reasonable measures to protect your personal information from unauthorized access, misuse, loss, or disclosure.

When your information is no longer needed, we will securely destroy or de-identify it. However, some data, such as client files, may be retained for legal and compliance purposes for a minimum of five years.

Access and Updates to Your Personal Information

You have the right to access and correct any personal information we hold about you. To request access, please contact us:

Autograph Alley

collect@autographalley.shop

We may require identification to process your request and ensure your privacy. Access to your data is free, but administrative fees may apply for copies or special requests.

If you find that your information is inaccurate or out of date, please notify us promptly so we can correct our records.

Marketing Preferences

We may occasionally send you promotional materials or updates about our services. If you prefer not to receive marketing communications, you can opt-out at any time by contacting us or clicking the "unsubscribe" link in our emails.

Cookies and Website Usage

Our website uses cookies to improve your browsing experience. Cookies help us analyse website traffic and personalize content. You can manage your cookie preferences through your browser settings.

Policy Updates

We may update this Privacy Policy from time to time. The latest version will always be available on our website at www.autographalley.shop.

Contact Us

If you have any questions, concerns, or complaints about this Privacy Policy or how we handle your personal information, please contact us:

Autograph Alley

Email: collect@autographalley.shop

Phone: +61 422 626 646

We are committed to resolving any privacy concerns promptly and transparently.