

PRIVACY POLICY

• OUR COMMITMENT TO YOU

The R & W Group is committed to handling your personal information in compliance with the *Privacy Act 1988* and the National Privacy Principles.

• WHO IS THE R & W GROUP?

The R & W Group is currently made up of 6 companies: R & W Traders Pty Ltd, Mamuska The Cheesecake Shop Pty Ltd, Mamuska Cheesecake Shop (International) Pty Ltd, The Cheesecake Shop Pty Ltd, United Network Suppliers Pty Ltd, and Kings Pantry Pty Ltd

• HOW WE COLLECT YOUR PERSONAL INFORMATION

We may collect information from you when you contact one of our companies in person, whether by phone, email or written communication.

• WHAT TYPE OF PERSONAL INFORMATION DO WE COLLECT?

We may collect your name, address, telephone contact details, your e-mail address, financial information and other information we may need for the purposes set out in the next paragraph.

• HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use your personal information to enable us to:-

- inform you of our products or services, including competitions, special offers and general customer information (and some direct marketing activities may be outsourced);
- provide the goods or services you require, including responding to customer or Franchise enquiries;
- gain an understanding of our customer base to enable us to strive to meet the needs of our valued customers;

- research and develop our products and services;
- decide if we should enter into a business relationship with you.

• WHO WE DISCLOSE YOUR PERSONAL INFORMATION TO

We may disclose your information to:-

- related companies in the R & W group;
- our employees, subcontractors, and agents;
- The Cheesecake Shop franchisees and master franchisees;
- professional advisors including our accountants, auditors and legal;
- government and regulatory authorities as required or authorised by law;
- third parties who require the information to help us, our franchisees and master franchisees with our businesses or to provide goods or services to you;
- credit providers for credit related purposes such as credit rating and financing.

Our aim is to give your personal information to these people to the extent necessary to enable us to reply or action your contact with us. We will not sell or provide your personal information to other organisations.

• HOW WE STORE YOUR PERSONAL INFORMATION

We store your personal information in a secure environment. It is protected by a combination of physical and technological measures.

• WHAT IF YOU DO NOT WISH TO PROVIDE US WITH INFORMATION?

If you do not wish to provide us with all of the information we require, we may not be able to provide your required product or service, or process your inquiry.

• YOUR RIGHTS

Under the Privacy Act you have the right to request access to your personal information, subject to some exceptions allowed by law. Where we incur a cost in providing that information we may pass that cost on to you. However, we will not pass any costs on to you, if you wish to update or correct your information.

• HELP US TO REMAIN UP TO DATE

We want to ensure our records remain up to date. However, we require your assistance to do so. Please let us know if there are any errors in your personal information and keep us up to date with changes to your personal information such as your name and address.

If you do not want us to contact you or reply to your correspondence please let us know.

• HOW TO CONTACT US

If you want to update or access your information please contact us between 9.00am and 5.00pm, Monday to Friday.

Alternatively, please send your requests in writing to:

The Privacy Officer at PO Box 202 Villawood, NSW 2163.

If you require further information on privacy please contact us or you may choose to visit the Privacy Commissioner's website at www.privacy.gov.au.



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