

63 Privacy Policy

This Privacy Policy describes how 63 Group Pty Ltd and its cafes collect, use, process and share personal information. This Policy applies to visitors and users (individually “**you**”) of Café⁶³ websites, applications and other services (collectively, our “**Services**”). Please note that your use of our Services is additionally subject to the 63 Terms of Use.

OVERVIEW

Information We Collect and Use	When you use or visit our Services, we collect information directly from you (e.g., when you search for or make an online reservation).
How We Use Your Information	We use your information to provide our Services, tailor your experience and optionally send you marketing communications.
How We Share Your Information	63 Group do not disclose the personal information we collect (or otherwise generate or obtain) outside of the group except to other service providers who perform services or functions on our behalf.
How We Store and Protect Your Information	We maintain technical, administrative, and physical security measures designed to protect your information. We may retain your information for as long as necessary.
Cookies	We may use cookies and similar technologies to help provide our Services and offer you a more personalised user experience.
Your Choices and Rights	You will be able to opt-out of receiving marketing communications
Children	Our Services are not directed at or intended for use by children, nor do we knowingly collect information from children under 16 years of age.
Changes to This Policy	We update this Policy from time to time, and changes will be effective when posted (as identified in the Policy).
How to Contact Us	If you have any questions about this Policy or the way your personal information has been used, please contact us at (email used for web enquires direct to Maggie) .

I. Information we collect and use

“Personal information” is data that identifies, relates to, describes, can be used to contact, or could reasonably be linked directly or indirectly to you. For purposes of this Policy, there is no meaningful distinction between the terms “personal information” and “personal data.”

Personal Information We Collect Directly From You. As you visit or use our Services, we collect the following categories of personal information directly from you:

- **Personal details** (such as your name and birthday)
- **Contact information** (such as email address, phone number)
- **Dining information** (such as current and past restaurant reservation details)
- **Your preferences** (including survey and marketing responses)
- **Communications** you send us (such as customer support and other requests you make through our Services and through our cafes)

- **Promotion information** (if you choose to participate in any contest or similar campaign, we will collect any information you provide in relation to such activity, such as photos, images, captions, or other content, in accordance with the terms provided at that time)
- **Device information.** When you visit or use our Services, we may automatically collect certain information about your device (e.g., your mobile device, computer, or tablet). Such data may include data about your device operating systems, browsers, and other software installed on your device; and device identifiers, such as IP address.
- **Usage and performance information.** We may also automatically collect personal information about your usage of the Services, including information about your searches or interactions with features of our Services; sites or pages visited; access times; and performance of our Services.
- **Location information.** If you use our Services, we may automatically collect generic location information about you (such as city or suburb). For example, we may receive this information when you select cafe locations. We may use and store this information to provide and improve features of our Services, for example to provide you with more relevant content about your local Café 63.
- Other information you may provide (including other information you provide about yourself or others through our Services or to which you provide us with access via third-party platforms)

You may choose not to provide some of the personal information described above. Please note, however, that many of our Services require some personal information to operate, so if you choose not to provide the personal information necessary to operate and provide you with a particular Service or feature of that Service, you may not be able to use that Service or feature.

We do not proactively collect sensitive personal information, however, our Services include text boxes that are designed for you to describe certain details about your dining preferences that you want us or our Cafes to know. Please be aware that information you freely submit in these boxes may reveal to us certain information that may be considered sensitive personal information under applicable law (for example, about any allergies or dietary restrictions). We do not use this information for the purpose of marketing or advertising products to you. Sensitive personal information you voluntarily submit is processed on the basis of your consent, which you may revoke at any time by contacting us at the details set out below.

II. How we use your information

We use your personal information for the following purposes, to:

- **Provide the Services**, which includes providing you with the services, products, and functionality offered through our Services and fulfilling your requests, including but not limited to making reservations
- **Send you marketing communications**, including communicating with you about services or products offered by 63 Group that we believe you would be interested in, as permitted by law
- **Operate and improve our Services and develop new products and services**, including using analytics to better understand how you use our Services for purposes of product, website, application and service development and to enhance the user experience
- **As otherwise consented to by you and as required or permitted by applicable law.** If you give your consent to any further use of personal information, you can withdraw that consent at any time by contacting us using the details set out below.
- **Send you information relating to our products and Services.** This may include reservation and waitlist confirmations, reminders and updates, receipts, technical notices, updates, security alerts, and support and administrative messages
- **Send you marketing communications.** In other situations, subject to the Your Choices and Rights section below and applicable law, we may communicate with you about contests, offers, promotions, rewards, upcoming events, and other news about products and Services offered by 63 Group.

With your consent, where required, we may contact you at the mobile phone number that you provide to us by way of direct dial calls, text messages and push notifications in connection with the above Purposes.

III. How we share your information

63 Group do not disclose the personal information we collect (or otherwise generate or obtain) outside of the group except to other service providers who perform services or functions on our behalf (e.g., hosting or operating our Services, data collection, reporting, ad response measurement, site analytics, data analysis, delivering marketing messages and advertisements). We do not authorise these third parties to use or disclose your information for purposes other than for which it has been provided. We require these third parties to maintain and implement security measures to protect your information from unauthorised access or processing.

IV. How we store and protect your information

63 Group maintains commercially-reasonable technical, administrative, and physical security measures designed to protect your information from loss, misuse, unauthorised access, disclosure, alteration, and destruction.

Retention. We may retain your personal information for as long as necessary to:

- Maintain logs and business records for analysis, security, and/or audit purposes
- Comply with record retention requirements under the law
- Deal with any complaints regarding the Services; and
- Comply with our legal obligations, protect or defend our rights, resolve disputes and enforce our contracts

V. Your choices and rights

Email. If you no longer want to receive marketing and promotional emails from 63 Group, you may click on the “unsubscribe” link in such emails to opt-out of future marketing email communications. If you have a 63 Group account, you may also opt-out of marketing emails in your account settings. Please note that even if you opt-out of receiving marketing communications, we will still send you service-related communications, such as confirmations of any future reservations you make.

Push Notifications (on Mobile Devices). You can use the settings on your mobile device to enable or turn off mobile push notifications from 63 Group.

Legal Rights. Where applicable under local law, you may have the following rights regarding your personal information: the right to access personal information we hold, and in some situations, the right to have that personal information corrected or updated, erased, restricted, or delivered to you or a third party in a usable electronic format (the right to data portability). Where applicable, you may also object to how we use your personal information if the legal basis for processing that information is our legitimate interest. Where we are using your personal information on the basis of your consent, and where applicable under local law, you have the right to withdraw that consent at any time. Where you have granted consent to receive direct marketing communications from us, and where applicable under local law, you may withdraw that consent at any time.

If you wish to exercise legal rights you may have under applicable law, please submit your request to [\(email used for web enquires direct to Maggie\)](#). So that we can better process your request, please provide the email you used to make requests or to use our Services.

Where applicable, you may also have the right to register a complaint to your local data protection authority. If you are not satisfied with the outcome of your complaint after first contacting us, you may wish to contact the Office of the Australian Information Commissioner; for more information, please refer to <http://www.oaic.gov.au>.

VI. Children

Our Services are not directed at or intended for use by children. We do not knowingly collect information from, children under 16 years of age. If you become aware that your child or any child under your care has provided us with information without your consent, please contact us at using the contact details listed in the [How to Contact Us](#) section below.

VII. Changes to this policy

Except to the extent limited by applicable law, we will update this Privacy Policy from time to time to reflect changes in our privacy practices, legal requirements, and other factors by prominently posting notice of the update on our Services. Changes to our Privacy Policy will be effective when posted and the new effective date will be identified.

If we make any changes to the Privacy Policy that materially impact previously collected personal information about you, we will make reasonable efforts to provide notice and obtain consent to any such changes as may be required by law.

To request a copy of this Policy, or to request a copy of the Privacy Policy in place at the time you signed up for an account, please contact us at the details below.

VIII. How to contact us

If you have any questions about this Policy or the way in which your personal information has been used, please contact us by email at [\(email used for web enquires direct to Maggie\)](#)