



# Automotive Retail Platform Privacy Policy

Vyro Pty Ltd

Effective Date: 28/5/2024

Vyro Pty Ltd ("we", "our", or "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our software services. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

## 1. Information We Collect

We may collect and process the following data about you:

- Personal Identification Information: Name, email address, phone number, postal address.
- Professional Information: Job title, company name.
- Transaction Information: Details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data: Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our services.
- Usage Data: Information about how you use our website, products, and services.
- Marketing and Communications Data: Your preferences in receiving marketing from us and your communication preferences.

## 2. How We Use Your Information

We use the information we collect in the following ways:

- To provide, operate, and maintain our services.
- To improve, personalize, and expand our services.
- To understand and analyze how you use our services.
- To develop new products, services, features, and functionality.
- To process transactions and send related information, including purchase confirmations and invoices.
- To communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the service, and for marketing and promotional purposes.
- To send you text messages and push notifications.
- To find and prevent fraud.
- To comply with legal obligations.

## 3. Legal Basis for Processing Personal Data

2 - Data classification: Public

We process your personal data on the following legal bases:

**Consent:** We may process your data if you have given us specific consent to use your personal information for a specific purpose.

**Performance of a Contract:** Processing your data is necessary for the performance of a contract to which you are a party, or to take steps at your request before entering into such a contract.

**Legal Obligations:** We may process your data where it is necessary to comply with our legal obligations.

**Legitimate Interests:** We may process your data where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests.

## 4. Sharing Your Information

We may share your personal data with:

- **Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.
- **Business Transfers:** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

## 5. Data Retention

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

## 6. Your Data Protection Rights

Under the General Data Protection Regulation (GDPR), you have the following rights:

- **The right to access:** You have the right to request copies of your personal data.
- **The right to rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **The right to erasure:** You have the right to request that we erase your personal data, under certain conditions.

- The right to restrict processing: You have the right to request that we restrict the processing of your personal data, under certain conditions.
- The right to object to processing: You have the right to object to our processing of your personal data, under certain conditions.
- The right to data portability: You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.
- If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our provided contact details.

## 7. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

## 8. International Data Transfers

Your information, including personal data that we collect from you, may be transferred to, stored at, and processed by us and our affiliates, contractors, and service providers outside of your country of residence. If you are located in the European Economic Area (EEA), your personal data will be stored within the EEA, but may be accessed in countries outside of the EEA, including but not limited to Australia. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

## 9. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## 10. GDPR Representation

We value your privacy and your rights as a data subject and have therefore appointed Prigther Group with its local partners as our privacy representative and your point of contact for customers within the European Economic Area.

Prighter gives you an easy way to exercise your privacy-related rights (e.g. requests to access or erase personal data). If you want to contact us via our representative, Prighter or make use of your data subject rights, please visit the following website:  
<https://prighter.com/q/11068278566>

## 11. Contact Us

If you have any questions about this Privacy Policy, please contact us:

By email: [privacy@vyro.co](mailto:privacy@vyro.co)