



Privacy Policy

Super Retail Group Limited (ABN 81 108 676 204) and its subsidiaries (together **Super Retail Group, we, us or our**) are committed to protecting your privacy and handling personal information in an open and transparent way.

This Privacy Policy applies to all Super Retail Group businesses in Australia and New Zealand. It explains how we collect, hold, use, disclose and protect personal information when you interact with us, including in our stores, or through our digital services, loyalty programs and other services.

In this Privacy Policy, **digital services** mean any website, online store, mobile application, digital wallet experience or other digital service owned, operated or provided by or on behalf of any of our businesses.

At a glance - how we handle your personal information

We collect personal information so we can:

- provide you with our products and services
- process your purchases and manage your accounts and our loyalty programs
- communicate with you and provide customer support
- personalise your experiences, offers and communications
- operate, improve and secure our business.

This Privacy Policy explains:

- what personal information we collect
- how and why we collect, use and share it (including overseas)
- how we protect personal information
- how to access or correct your personal information or make a complaint.

1 What personal information do we collect?

The personal information we collect depends on how you interact with us.

Some examples of the personal information we may collect include:

- **Contact and profile information:** such as your name, residential and delivery address, email address, phone or mobile number(s), date of birth, gender, vehicle details, location information and ABN
- **Transactions and shopping information:** such as information about your purchases and orders from our businesses, including what, how, and when you buy from us
- **Financial information:** such as payment card details and the payment methods you use to make purchases from us
- **Usage and interaction information:** such as browsing activity on our digital services, details of how you interact with our products and services, items added to a shopping cart, interactions with our communications and advertisements, and information about your shopping preferences and behaviour
- **Membership and engagement information:** such as loyalty membership details, membership activity, points and credits (and your use of these), rewards, loyalty and membership tiers, participation in promotions, competitions, offers, reviews or surveys, and preferences you share with us
- **Customer service and interaction information:** such as information contained in enquiries, customer service interactions, call recordings, chats (including chatbot or AI chatbot conversations), survey



responses, reviews, complaints, and information you provide when using digital tools, assistants or interactive features, together with related records and transcripts

- **Device and browser information:** such as your IP address, device type, operating system, browser, cookie identifiers and similar technologies, and information about how you use our digital services
- **Preference and personalisation information:** such as information about your interests and preferences, including information you provide to our businesses and information we create or infer from other personal information we have collected
- **Social media information:** such as comments, messages, content or tags you provide through social media or other third-party services, and public information relating to our businesses or our products or services that you choose to share
- **Safety, security and loss prevention information:** such as CCTV and body-worn camera footage, audio where applicable, incident and complaint records and information about suspected fraud, theft or unlawful conduct
- **Health and claims information:** such as information about injuries, medical conditions, treatment or other health information that is reasonably necessary for the assessment, management or resolution of a customer incident, insurance, public liability or other claim
- **Other information:** such as information about applicants and members of our extended workforce (including contractors), shareholder information and any other information you provide when interacting with us, where applicable.

In some circumstances, we may need to collect sensitive information about you, such as health information or government-related identifiers. We will only do so with your consent, or where collection is otherwise permitted or required by law.

Information about how we handle the personal information of our current or former team members is addressed separately in our Team Member Privacy Policy.

2 How do we collect personal information?

We collect most personal information directly from you.

Examples of when we collect personal information include:

- when you shop, browse, make a purchase or use our digital services
- when you visit one of our stores or make a purchase in store
- by recording you with CCTV, body-worn or surveillance cameras
- when you create or use an account with a digital service
- when you join or participate in a loyalty membership program
- when you use a service, including customer service
- when you communicate with us by telephone, email, chat, social media or another digital channel
- when you participate in a promotion, competition, offer, review or survey
- when you apply to work with us
- if you are a supplier or service provider, in connection with the supply of products or services by, or to, your business
- when we create or infer new information from time to time
- when you acquire or hold shares in Super Retail Group.

We may also collect personal information from third parties, including:

- other businesses within Super Retail Group
- delivery and payment providers



- marketing and analytics partners
- social media and advertising platforms
- our other service providers, including the parties described in section 5
- anyone you nominate or authorise to act on your behalf
- publicly available sources.

We use cookies and similar technologies in connection with our digital services. For more information, including how cookies and similar technologies can be managed, please see our Cookie Statement.

3 Why do we collect, hold and use your personal information?

We collect, hold and use your personal information for our functions and activities, including:

Orders, accounts and transactions

- Processing purchases
- Delivering and fulfilling orders
- Managing and verifying accounts
- Providing services and memberships.

Loyalty memberships

Operating and managing our loyalty programs, including:

- points, credits, rewards and other benefits
- communicating with members.

Customer support

Responding to enquiries, complaints, feedback and returns relating to services, products or our businesses.

Offers

To send you offers, other communications and direct marketing.

Personalisation, advertising and analytics

Understanding and analysing your preferences, interactions and behaviour so we can:

- personalise content, recommendations, digital experiences, offers and communications
- measure business and advertising performance and understand customer preferences and trends
- improve our products, services and customer experiences
- combine information, including which we have collected through cookies and similar technologies, with other information we hold about you, such as account, membership and purchase information.

Digital tools and AI-enabled services

Providing, operating, maintaining and improving our digital services, digital tools, customer support tools and other customer experiences, including responding to enquiries, conducting analytics and improving service quality.

Business operations

- Operating and improving our business, digital services and systems
- Facilitating share registers and corporate transactions.

Security and fraud prevention

- Protecting individuals and our premises
- Preventing and investigating theft, fraud, misuse, security incidents and other unlawful conduct

**Legal and compliance**

- Managing our business risks
- Meeting legal, regulatory, insurance, dispute-resolution and record-keeping obligations
- Investigating, managing and resolving customer incidents, insurance, public liability and other claims.

Recruitment and contracting

Recruiting team members and engaging our extended workforce, including contractors.

Other

Any other purposes permitted or required by law.

4 Can I choose to be anonymous or not to provide personal information?

Where practicable, you may interact with us anonymously or using a pseudonym. In some cases, we may not be able to provide certain products or services if you do not identify yourself.

If you choose not to provide certain personal information, we may not be able to provide some products, services, memberships or benefits.

5 Who do we share your personal information with?

Within Super Retail Group

We operate several businesses across Super Retail Group, and we may share personal information between businesses within Super Retail Group. Each business may use the shared information for its own purposes as detailed in this Privacy Policy.

We may do this to recognise you across our businesses, provide products and services, deliver consistent customer support, manage customer and membership accounts, personalise customer experiences and communications, improve our products and services, better understand customer preferences or to otherwise operate our businesses.

To support these activities, we may combine, match or link personal information held by different businesses within Super Retail Group to recognise you, maintain a more consistent customer record, personalise your experience and develop insights across Super Retail Group.

With suppliers and service providers

We also work with suppliers and service providers that carry out activities on our behalf or otherwise support our business operations.

These providers may help us with delivery, payment processing, banking, artificial intelligence services, fraud prevention, credit and credit assessment, information technology, hosting, data storage, security, website operation, customer communications, analytics, advertising, marketing, surveys, customer research, product repairs and recalls, safety and loss prevention, share registry services and other business activities.

We may also disclose personal information where required or authorised by law, or with your consent.

Where suppliers and service providers collect or use personal information for their own purposes, they may handle it under their own privacy policies.

Overseas disclosure of your personal information

Some Super Retail Group members and their suppliers and service providers are located outside Australia or New Zealand.

Personal information may be disclosed to recipients in Australia or New Zealand and in other overseas countries, including Canada, China, the EU Member States, India, Japan, Singapore, South Korea, Switzerland, the United Kingdom, and the United States.

These recipients may provide services such as cloud hosting, data storage, payment processing, analytics, customer communications, advertising, security, customer support and information technology services.



Where required by law, we take reasonable steps to ensure that personal information disclosed overseas is handled securely and in line with this Privacy Policy.

6 Direct marketing and targeted advertising

Where permitted by law, and unless you have opted out from the relevant business, we may use your personal information to send you information about our products, services, membership benefits, offers and promotions.

We may contact you by email, SMS, push notifications, telephone or other digital channels.

You can opt out of direct marketing at any time by using the unsubscribe facility or instructions in a marketing communication, updating any communication preferences available to you, or contacting us. Even if you have opted out of direct marketing, we may still send you important non-marketing messages that are necessary to provide our loyalty programs, products and services, product safety or manage our relationship with you.

Advertising platforms such as Google and Meta also provide settings that allow you to manage advertising on their services. For more information, please refer to the relevant provider's privacy policy and advertising settings.

7 Artificial intelligence and automated technologies

We may use artificial intelligence (AI), machine learning and other automated technologies, and engage service providers that use these technologies on our behalf, to support customer service, analytics, personalisation, recommendations, search functionality, marketing, fraud detection, security and other business activities.

We may also provide AI-enabled tools, assistants, chat or other interactive features that may provide information, recommendations or assistance, or take or facilitate action in connection with our products and services.

These technologies may use information about your purchases, account, membership, preferences, online activity and interactions with us, including information you provide when using these features, to provide, support and improve our products, services and customer experiences. We apply governance and oversight processes to our use of artificial intelligence and automated tools.

8 How do we protect your personal information?

We take reasonable technical and organisational measures to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure.

These measures may include access controls, authentication, encryption, secure storage, monitoring, security testing, incident-response processes and team-member training.

No method of transmitting or storing information is completely secure. You should also take reasonable steps to protect your information, including keeping account passwords secure and using secure connections.

When we handle payment-card information, we use security processes designed to comply with applicable payment card standards.

Our digital services may contain links to websites or services that we do not operate or control. Those third parties may handle information under their own privacy policies.

9 Access, correction and complaints

You may request access to or correction of your personal information by contacting us as set out in section 10. We may need to verify your identity before providing access or making a correction.

If you have a complaint about how we handle personal information, you can contact us as set out in section 10. We will aim to respond within 30 days.



If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner, or, where applicable, the New Zealand Privacy Commissioner.

Office of the Australian Information CommissionerWebsite: www.oaic.gov.au

Telephone: 1300 363 992

Office of the Privacy CommissionerWebsite: www.privacy.org.nz

Phone: 0800 803 909 (New Zealand)

10 Contact Details

Queries regarding privacy should be directed to the Privacy Team at:

Email: privacy@superretailgroup.com

Post: Privacy Team, Super Retail Group Limited, PO Box 344, Strathpine QLD 4500

11 Changes to our Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will publish the updated Privacy Policy on our websites.

Document details

Effective Date	7 October 2026
Policy Owner	Chief Legal Officer & Company Secretary
Policy Approver	Board
Version	4