
THE BETTA SHOP

Privacy Policy

How we handle your personal information

ABN **61 234 722 595**

Email **admin@thebettashop.com**

Website **thebettashop.com**

Effective **1 June 2026**

1. Introduction

The Betta Shop (ABN 61 234 722 595, "we", "us", "our") operates the online marketplace at thebettashop.com. The Betta Shop and Betta Bud are trading names operated under the same ABN. We are committed to protecting your personal information in accordance with the Australian Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). A copy of the APPs is available at oaic.gov.au.

This Privacy Policy explains what personal information we collect, why we collect it, how we use and disclose it, and your rights regarding it. By using our platform, you agree to the practices described in this policy.

2. Who this policy applies to

This policy applies to all users of The Betta Shop platform, including:

- Buyers who register an account or make a purchase
- Sellers (vendors) who list products on our marketplace
- Visitors who browse the website without registering

3. What personal information we collect

3.1 From buyers

- Full name and email address
- Delivery address and contact details
- Order history and transaction records
- Payment information (processed securely by Stripe — we do not store card details)
- Device type, browser, IP address, and approximate location
- Behavioural data including page views, product clicks, and purchase history

3.2 From sellers

- Full name or business name
- Email address and contact details
- Country of operation
- Bank account or payment details for vendor payouts
- Product listings, photos, and descriptions
- Sales performance data and platform activity

3.3 Automatically collected

- Cookies and similar tracking technologies
- IP address and geolocation data (via ipinfo API)
- Browser and device information
- User interactions including clicks, views, and session data (via Google Analytics)

4. How we use your information

We use personal information to:

- Process orders and facilitate transactions between buyers and sellers
- Manage your account and provide platform features
- Process payments through Stripe
- Send order confirmations, shipping updates, and customer support communications
- Personalise product recommendations based on your browsing and purchase history
- Detect fraud, abuse, or policy violations
- Analyse platform usage and improve our services (via Google Analytics)
- Comply with our legal obligations
- Contact you about important platform changes or updates

5. Disclosure of personal information

We may share your personal information with:

- Stripe — for payment processing
- Google — for analytics (Google Analytics) and address autocomplete services
- Australia Post — for shipping label generation and tracking
- ipinfo — for IP-based geolocation
- Other third-party service providers who assist us in operating the platform, subject to confidentiality obligations
- Law enforcement or government authorities where required by law

We do not sell your personal information to third parties.

6. Cross-border disclosure

Our sellers are located internationally, including in Indonesia and Thailand. When you transact with an overseas seller, limited information (such as your delivery address and order details) is shared with that seller to fulfil your order. We take reasonable steps to ensure overseas recipients handle your information in accordance with the APPs.

7. Cookies and tracking

We use cookies and similar technologies to operate the platform, remember your preferences, and analyse usage. By continuing to use our website, you consent to our use of cookies. You may disable cookies in your browser settings, though some platform features may not function correctly as a result.

8. Data retention

We retain personal information for as long as your account is active and for as long as necessary to fulfil the purposes described in this policy, including for legal, accounting, and

dispute resolution purposes. Transaction and order records are retained for a minimum of 7 years in accordance with Australian legal and tax obligations. When personal information is no longer required, we will take reasonable steps to destroy or permanently de-identify it. If you wish to request deletion of your personal information, please contact us at the address below.

9. Security

We implement reasonable technical and organisational measures to protect your personal information from unauthorised access, loss, or disclosure. Payment data is handled exclusively by Stripe and is not stored on our servers.

10. Your rights

Under the Australian Privacy Principles, you have the right to:

- Request access to the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information (subject to legal obligations)
- Complain about a privacy breach

To exercise any of these rights, contact us in writing at admin@thebettashop.com. We will not charge a fee for access requests, but we may charge a reasonable administrative fee for providing copies of your personal information. To protect your information, we may require you to verify your identity before releasing the requested information. We will respond within 30 days.

11. Complaints

If you believe we have breached the Australian Privacy Principles and we have not resolved your complaint to your satisfaction, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

12. Changes to this policy

We may update this Privacy Policy from time to time. We will notify users of material changes by posting the updated policy on our website. Continued use of the platform after changes are posted constitutes acceptance of the updated policy.

13. Contact us

The Betta Shop

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