

# Hallmark Australia Privacy Policy

Hallmark Cards Australia Limited ("Hallmark") takes your privacy very seriously. This Privacy Policy describes exactly how Hallmark uses information regarding its customers.

At Hallmark, we strive to help people create a caring and more connected world. Through our cards, products and services, we help people connect and enrich lives.

To do this, we use the information you've provided to us through your interactions with Hallmark, as well as the purchases you've made with us. This helps us create a more tailored experience just for you, helps us deliver tailored offers, and helps us show you marketing that showcases the products and services we think you'd enjoy.

Hallmark currently does not, nor have we in the past, received any money from third party companies in exchange for your personal information. Any information we share with others is to help provide you a quick and easy shopping experience and is not allowed to be shared with anyone else.

We treasure the special relationship we have with you and strive to maintain the trust you give us. If you're still curious about what type of information Hallmark uses to create your specialized shopping experience, please continue by reading the full policy below.

If you have questions or concerns, please [contact us](#)

By using our Service, you consent to the collection, use and disclosure of information in the manner described below. Our privacy policy is reviewed regularly to make sure we continue to serve your privacy interests and we reserve the right to change this Privacy Policy at any time. We will alert you that changes have been made by indicating at the top of the Privacy Policy the date that it was last updated. Changes to our policy will be prospective only and will only apply to you if you accept them. Please check this page from time to time for changes to make sure you are aware of our latest privacy practices.

In this Privacy Policy, you will find the answers to the following questions:

- [What Information does Hallmark collect?](#)
- [How does Hallmark use Information?](#)
- [What is Hallmark's Email Policy?](#)
- [Does Hallmark Use "IP Addresses" and Cookies?](#)
- [Does Hallmark use Web Logging?](#)
- [Does Hallmark Track the Opening of HTML Emails?](#)
- [What are the Safeguards and Security Procedures in Place to Protect Your Information from Loss, Misuse, or Alteration?](#)

## What Information does Hallmark Collect?

See how your information and your privacy help make up your Hallmark experience. At Hallmark, your information is used to create an easy and enjoyable shopping experience for you.

The information you provide to us is used to help create a more tailored experience to help you find products and experiences that we think you'd be interested in. This information is given to us when you create an account with any of our programs or services and when you shop with us. There are several ways we may collect information from you.

Information you provide directly to us:

- Name
- Email address
- Mailing address
- Shipping addresses
- Phone number
- Information provided by you as you interact with the Customer Care team
- Information provided by you as you provide feedback on products or services offered on our sites
- Information relating to transactions and products purchased, including payment information, billing address and purchase, return and exchange information

Information collected passively:

- Device information, including device model, operating system version, device date and time, unique device identifiers, mobile network information
- Geolocation of your device
- How you use our sites and mobile applications, including search terms and pages you visit

Information from third parties:

- Information we receive from business partners, including online advertising networks.
- Social media platforms, including Facebook, Twitter, YouTube, Pinterest and Instagram.

## How does Hallmark use Information?

**At Hallmark, we are committed to the security and privacy of your information.**

When you provide us with information about yourself, we only share that information with our partners, like the businesses which help process your orders, service providers (like delivery companies), and contractors. We give them this information to help fulfill your orders, offer you products and services, and other consumer service-based needs. Likewise, these companies provide information to us so we can provide you with product or service suggestions we think you might be interested in.

Hallmark allows certain companies to place tracking technologies like cookies and pixels on our sites, which allow these companies to receive information about your activity on our websites. Those companies may use that data to show you more relevant advertisements and promotions. Learn more about your ability to control privacy settings at the companies we work with, which include but are not limited to, [Facebook/Instagram](#), [Pinterest](#) and [Google/YouTube](#).

You always have control over whether these technologies work on your devices. You can disable them entirely by opting-out of [third-party cookies](#) or [using your mobile device ID](#) for targeted advertising. You can also use preferences or settings on your device(s) to manage your privacy controls.

Any non-Hallmark company we work with is contractually not allowed to use this information in any other way. We value the trust you place in us, and this is one way we strive to preserve it.

## **What is Hallmark's Email Policy?**

### **Email and Opt In**

In order to receive email reminders about special offers and promotions from Hallmark you must opt in to receive communications from us. If at any point you decide to opt out we will not be able to send you any more reminders.

### **Opt Out**

You can change your email preferences at any time. If you opt out of receiving email communications from us, we will only email you to inform you of progress of subsequent orders.

### **External Links**

We may provide links to other websites or resources from time to time. These links are provided for your convenience. We do not endorse the contents of those websites, are not responsible for the availability of these websites and will not be liable in any way for any loss or damage which you may suffer by using those websites. If you decide to access linked third party websites you do so at your own risk.

## **Does Hallmark use "IP Addresses" and Cookies?**

Hallmark uses IP Addresses and Cookies in limited ways, as follows:

### **IP Addresses**

An IP address is literally your computer's address and is a unique identifier, allowing online information to be sent to the right place. We use IP addresses to better understand the customer database. We use your IP address to help diagnose problems with our server and to administer our website. Your IP address is also used to gather broad demographic information such as geographic distribution of our customers. We do not intentionally link your IP address to the Personal Information you provide.

### **Hallmark Cookies**

The job of a cookie is to record only information you volunteer to us when you use the site. Cookies are tiny files placed onto the hard drive of your computer the first time you visit the site that enable our server to recognize or "remember" who you are next time you come back. Hallmark cookies are not tied to Personal Information. Currently, Hallmark intends to make only limited use of cookies for the purpose of delivering content. For instance, cookies may be used to retain your personal preferences or hold session information for a "shopping cart".

## **Advice on Limiting Cookies**

You always have a choice with respect to cookies. By modifying your browser preferences, you can accept all cookies, be notified when a cookie is set or reject all cookies. If you choose to reject all cookies, your site experience may be affected, but you will be able to use the site. Please consult your browser instructions for information on how to modify your choices about cookies.

## **Does Hallmark use Web Logging?**

We use a software technology called Web Logging to help us better manage content on our site by informing us what content is effective. Web Logging allows us to track the online movements of Web users. Web Logging is not tied to users' personally identifiable information.

## **Does Hallmark Track the Opening of HTML Emails?**

We use page tracking in our HTML-based emails to let us know which emails have been opened by the recipients.

## **What are the Safeguards and Security Procedures in Place to Protect Your Information from Loss, Misuse, or Alteration?**

We have implemented measures designed to secure your information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The Hallmark website employs SSL and AES - specialised encryption and security technology - to protect the information you provide. We also regularly test the website for vulnerabilities and utilise intrusion detection systems which provide real-time alerts to guard against potential security breaches. In addition, we limit access to information to only those employees who need it to carry out their jobs.

The safety and security of your information also depends on you. We urge you to be careful about giving out information in public areas of the website like message boards. The information you share in public areas may be viewed by any user of the website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your information, we cannot guarantee the security of your information transmitted to our website. Any transmission of information is at your own risk.

**HALLMARK will never ask you for your personal information in an unsolicited phone call or in an unsolicited email.** You will only be asked for your name and email when you initiate the contact and only if your name and email are necessary to correct a service problem.

## **Links from the Site**

If you click away from this site to visit the site of any third party sponsor, you may be asked for information in order to purchase or use products and services offered. These companies have their own privacy and data collection practices. As described above, Hallmark has no responsibility or liability for these independent policies. You should therefore review their privacy policies carefully if you have concerns about how personal information may be used.

## **Notification of Change**

If we are going to use information in a manner that is different from that stated at the time of collection, we will notify you via email. You will have a choice as to whether or not we use information in this different manner. In addition, if we make any material changes in our privacy practices that do not affect the information already stored in our database, we will post a prominent notice on the site notifying users of the change. We may also email users notifying them of the changes in our privacy practices.

## **Contacting Hallmark**

If you have any questions about our Privacy Policy, the practices of this site, or your dealings with this site, you can contact us at [retail@hallmark.com](mailto:retail@hallmark.com) or the below address:

### **Australia**

Hallmark Cards Australia  
Limited

10 Caribbean Drive

Scoresby,

Vic, 3179

