

# Woolworths Group Privacy Policy

*Policy effective: 6 March 2025*

## About Woolworths Group

Woolworths Group (referred to as 'Woolworths', 'we' or 'us') includes Woolworths Group Limited ABN 88 000 014 675 and its subsidiaries.

This Privacy Policy applies to all Australian Woolworths Group businesses unless that business has adopted a separate policy. This Privacy Policy applies to Woolworths Supermarkets, Metro, Everyday Rewards, Everyday Insurance, Everyday Mobile, BIG W, Cartology, Healthylife, MILKRUN and Primary Connect.

Our other businesses maintain their own privacy policies, which you can find linked below:

[MyDeal.com.au](#)

[PetStock](#)

[PFD Foods](#)

[Quantium](#)

[Woolworths New Zealand Privacy Policy](#)

[Wpay](#)

### **1. What kinds of personal information does Woolworths collect and hold and how does Woolworths collect it?**

We collect and hold personal information that helps us to provide the information, goods or services you are using or that you might be looking for. If we do not collect the information, we may not be able to provide these things, which may detract from your overall experience.

We collect your personal information directly from you when you activate or use our services, or interact with us in person, over the telephone or

electronically (e.g. via websites, apps, social media posts, chats, telephone, emails, SMS and/or push notifications). We may also collect personal information about you from third parties, as described in the 'Other sources' section below.

Below are some examples of personal information we may collect from you and how we collect that information:

**Everyday Rewards Loyalty program:** When you register to participate in Everyday Rewards or when you use your Everyday Rewards Card:

- your contact details (including your name, email addresses, mobile number and residential and delivery addresses) and date of birth
- transaction details
- information about purchases for which you earn Everyday Rewards points as well as your use of those points.

For more information about how we collect your personal information when you participate in Everyday Rewards, please see the [Everyday Collection Notice](#).

**Shopping with us:** When you shop with us, including online, or browse our websites or apps:

- your contact details, delivery address, and Everyday Rewards Card number
- information about your orders and purchases, including what, how, and when you buy from us
- we may ask for your ID, such as your driver's licence, if you purchase alcohol or tobacco, or other forms of identification so that you can use certain services we provide
- whether you have taken up or subscribed to any of our offerings such as clubs, subscriptions or loyalty program, and services such as Mobile or Insurance
- information about your online browsing behaviour on our websites and apps, including promotions you activated, as well as items you have added to your cart
- information collected and held via our secure financial systems about the payment card and method you use for your purchases from us

- like many websites, tracking technologies, such as "cookies", are used to obtain certain types of information such as application activities, current location of your device, type and version of your browser, your device ID and other device metrics when you visit our websites, apps or certain third parties' websites or apps (see Cookies Statement for details). This information helps with functionality of the website or app and allows us to provide our services to you - for example, your device location is relevant to fulfil your Direct to Boot orders
- images and videos that you post online to facilitate our service provision or sales promotions, for example, when you provide feedback or a review

For more information about what we collect from you when you shop with us, see our [Woolworths Collection Notice](#) or the [Big W Collection Notice](#).

**Participating in promotions:** When you contact us or we contact you to take part in competitions, promotions, testimonials, reviews, surveys, focus groups or make other enquiries:

- your contact details and, where relevant, your Everyday Rewards Card number
- whether you activated a promotion
- the content of online communications with you, including competitions, promotions, feedback, reviews, ratings, comments and images included on any of our websites, apps or social media pages or any of our other digital services
- an electronic copy of the written communication or voice recording of the conversation.

**At our stores and other sites:** When you visit us in person, including for events:

- your contact details and Everyday Rewards Card number for in-store services such as pick up, home delivery or special orders
- we may ask for your ID, such as your driver's licence, if you purchase alcohol or tobacco
- cameras (including security and team safety cameras) record footage within our stores and sites

- your contact details if security or team members are investigating whether you may have breached any store procedures or if you are injured in any one of our stores or are witness to an incident
- any other information that you provide to us, for example if you choose to leave your details with us for recruitment or other purposes.

For more information about how we collect your personal information when you visit our stores, please see our [In Store Technology and Your Privacy](#) page.

**When you apply to work with us.** To understand how Woolworths handles personal information when you apply for a role and as a team member, see the [Woolworths Group Team Member Privacy Notice](#).

**Other sources:** From time to time we may also collect personal information about you from other sources to provide you with the goods and services you want, to help us improve our records, improve the personalisation of our service to you, provide services to third parties such as Endeavour Group (the owner of BWS liquor stores) and detect fraud and scams. For example, we may collect personal information from:

- Everyday Rewards Partners to facilitate your participation in the Everyday Rewards Program e.g. to convert Everyday Rewards points when you shop at an Everyday Rewards Partner business
- information service providers to improve data quality. For example we validate addresses with Australia Post to improve your delivery experience
- financial services and telecommunications organisations for fraud and scam prevention purposes.

## **2. Do you collect my sensitive information?**

Some of our products and services, like health-related and insurance services, require us to collect (or result in us collecting) your 'sensitive information' from you or from other sources. 'Sensitive information' is defined in the Privacy Act and includes information like health information. We only collect sensitive information when you provide consent to the collection, or if the collection is permitted by law.

### **3. What steps does Woolworths take to secure my personal information?**

We hold personal information electronically in computers or cloud systems operated by us or by our service providers, and in some cases in hard copy. We implement a range of information security measures and encryption protocols when we handle your personal information to help protect it from unauthorised access, loss, misuse or wrongful alteration.

Some examples of techniques we use to help secure information include:

- minimising personal information collected and used
- encryption, obfuscation and hashing methods
- restricting access to personal information in our systems and premises
- conducting security and privacy risk assessments
- privacy training for team members that handle personal information

### **4. Why does Woolworths collect, hold and use my personal information?**

We primarily collect, hold and use your personal information to provide services, or to promote and sell goods and services that you have requested, or which we think may be of interest to you. This may also include products and services provided by third parties.

We may also collect, hold and use your personal information for:

- **managing your online shopping accounts:** to fulfil your online orders and maintain your accounts on our websites and apps
- **managing your Everyday Rewards account:** to give you points and rewards for shopping with us, and to provide you customer support when needed
- **communication:** to send you offers, other communications and direct marketing that may be of interest to you. This may include email, SMS, in-app messages, push notifications and ads you see on Woolworths' digital properties and third party websites
- **personalisation and advertising on Woolworths and third party websites:** to identify your preferences, to recommend and advertise features, products and services and to personalise your experiences
- **security, safety, investigations and fraud detection:** to protect our team members, customers, premises and systems from violent,

malicious or dangerous activity. We may audit and monitor your transactions and verify your identity to detect suspicious activity or to assist in responding to your complaints and to undertake investigations

- **improvement of our services, technologies and customer experience:** to test, review and improve the usability, functionality and effectiveness of our systems, products and services, for example by training machine learning models or reviewing call recordings for quality and training purposes
- **corporate services:** to allow us to provide services, including recruitment, fraud monitoring and logistics services to specific third parties such as Endeavour Group
- **analysis and reporting:** to understand the preferences and shopping patterns of our customers and to produce other insights about our trading performance and that of our suppliers. For example, this may involve grouping customers into segments with other customers who share similar demographics and shopping behaviours and the generation of product and sales insights relevant to various customer segments
- **purposes permitted or required by law.**

## **5. Who does Woolworths share my personal information with and why?**

We may share personal information we hold about you to provide you with better experiences. This includes sharing information:

- with third parties who work with us to provide you products and services. For example, delivery providers; Everyday Market from Woolworths Partners who need to know your address to fulfil your online orders; insurers who underwrite Everyday Insurance, or Telstra which provides you with your Everyday Mobile service
- with Everyday Rewards Partners (such as Qantas, Ampol and BWS) to run the Everyday Rewards Program, to correctly allocate your points, and so you can receive personalised offers from us and those partners
- for the purpose of marketing and advertising to show you relevant advertising both from Woolworths Group and on behalf of the suppliers who provide you with grocery and everyday needs products. For example, we share certain information with digital platforms like

Google and Meta to create audiences, which we then use to tailor the advertising you see when browsing or on social media.

- with related bodies, business units and brands within the Woolworths Group to give you a seamless and personalised experience while interacting with the various businesses within the Woolworths Group
- with third parties who offer operational and technical services such as expert data companies (to help us and third parties understand our customers and business) or technology and software providers (who support our in-store, online and back-end systems)
- with financial service businesses and other service providers for security, safety, investigations, complaints and fraud prevention to help detect and prevent fraud, theft, verify your identity and conduct credit checks when necessary. We also work with police and other retailers to share information relating to an investigation or legal proceedings
- when we restructure our business. For example if we're involved in a takeover or merger, or sell any part of our business, we may need to share your personal information as part of the restructure, takeover or merger
- when permitted or required by law.

## **6. Direct marketing communications, targeted advertising and personalisation**

We send direct marketing messages and use and disclose personal information to present targeted advertising on third party sites and personalise your experience on Woolworths websites and apps.

See [here](#) for more information about the controls you can use to opt out of certain types of direct marketing, targeted advertising or personalisation.

## **7. Does Woolworths share personal information overseas?**

Some of our service providers, including data storage and technology service providers, may be located or operate outside of Australia.

Where we share personal information overseas, we take steps to ensure that our service providers are obliged to protect this personal information in accordance with Australian legal requirements and that they are only permitted to use personal information for the purpose for which it is shared.

At times, our service providers may hold your personal information in a number of countries, including New Zealand, Switzerland, the United Kingdom, United States, India, South Africa, The Philippines and Japan.

We may also share your personal information overseas for reasons including:

- for disclosures between our Group companies. Our main business locations are in Australia and New Zealand, but some of our Group companies may be based in other countries from time to time
- when you are overseas browsing or ordering from our Australian websites
- where you are involved with public liability issues, we may share your personal information with our overseas insurer or other supplier of relevant services in the course of managing those issues.

## **8. How can I access or correct my personal information?**

You may request access to or correction of the personal information we hold about you.

You can access or correct some of your personal information on your online profile at any time. You can also contact our Privacy Office with your request using the details shown in Section 12 below or see [here](#) for more information.

Before we provide access or correct your information, we may require you to verify your identity.

In some circumstances we may not be able to provide access to or correction of personal information we hold about you, but we will give you an explanation if that is the case.

## **9. How can I make a complaint about the management of my personal information?**

Please contact our Privacy Office using the details shown in Section 12 below.

We may ask you to put your complaint in writing and to provide relevant details.

We will respond to your complaint in a reasonable period of time, usually within 30 days.



If you disagree with our decision, you may refer your complaint to the Office of the Australian Information Commissioner ([OAIC](#)).

## **10. What other privacy terms may apply?**

Additional privacy notices and terms may be relevant to you depending on the nature of your dealings with us and on our particular businesses. For example, there are additional privacy terms in Woolworths Group brand's collection notices (available on their respective websites), loyalty program terms, and terms of use for our websites.

For more brand specific privacy information:

- [BigW](#)
- [Bunch](#)
- [Cartology](#)
- [Everyday Gift Cards](#)
- [Everyday Insurance](#)
- [Everyday Mobile](#)
- [Everyday Pay](#)
- [Everyday Rewards](#)
- [HealthyLife](#)
- [HealthyLife - Practitioner Only](#)
- [MILKRUN](#)
- [Primary Connect](#)
- [Scan&Go App](#)
- [Woolworths @ Work](#)
- [Woolworths Online and In-store](#)
- [WPay](#)

## **11. How will I know if Woolworths makes changes to this privacy policy?**

This Privacy Policy is current from 6 March 2025. We may change it periodically. If we propose to change this policy, we will display the proposed policy on [www.woolworthsgroup.com.au](http://www.woolworthsgroup.com.au) at least 2 weeks before any change comes into effect.

Read [here](#) for a copy of our previous Privacy Policy that was effective 9 July 2024 to 5 March 2025.

## **12. How to contact Woolworths**

If you have any questions about our Privacy Policy or the way in which we collect, hold, secure, use or share your personal information, please contact us:

Phone: 1300 908 631

Email: [privacy@woolworths.com.au](mailto:privacy@woolworths.com.au)

Post: Privacy Office

Woolworths Group Limited

PO Box 8000

BAULKHAM HILLS NSW 2153