



E-COMMERCE POLICY AND PROCEDURES

Purpose

The purpose of this E-Commerce Policy and Procedures document is to establish clear guidelines for conducting online business activities at Trendie. This policy ensures that all e-commerce operations are conducted in a manner that is ethical, secure, and compliant with relevant Australian legislation and regulations. It aims to protect customer data, uphold consumer rights, and maintain the integrity and reputation of Trendie's online presence.

Scope

This policy applies to all employees, contractors, and third parties involved in Trendie's e-commerce activities, including website management, online sales, marketing, customer service, and data management. It covers all online interactions with customers, including transactions, data handling, and communication.

E-Commerce Policy Principles

- **Compliance with Legislation and Regulations:**

All e-commerce activities must comply with applicable Australian laws and regulations, including the Australian Consumer Law (ACL), Privacy Act 1988, and the Spam Act 2003. This includes adherence to regulations regarding consumer rights, electronic transactions, data protection, and marketing communications.

- **Consumer Protection:**

Trendie is committed to protecting the rights of consumers. All products and services offered online must be accurately described, with clear pricing and terms of sale. Customers must be provided with information about their rights, including warranties, returns, and refunds.

- **Data Privacy and Security:**

The privacy and security of customer data are paramount. Trendie will collect, store, and use personal information in accordance with the Privacy Act 1988 and the Australian Privacy Principles (APPs). Appropriate measures must be in place to protect customer data from unauthorised access, use, or disclosure.



- **Transaction Integrity:**

All online transactions must be conducted securely and ethically. Payment processes must be compliant with the Payment Card Industry Data Security Standard (PCI DSS) to ensure the protection of customer payment information.

- **Advertising and Marketing:**

All e-commerce marketing and advertising activities must be truthful, non-deceptive, and in compliance with the Australian Consumer Law and the Spam Act 2003. Consent must be obtained before sending marketing communications, and customers must be provided with an option to opt out of receiving such communications.

- **Customer Service and Support:**

Trendie is committed to providing excellent customer service. Customers must have access to clear information about how to contact the company, make enquiries, or lodge complaints. All customer interactions should be handled promptly, professionally, and in accordance with this policy.

Responsibilities

- **Employees and Contractors:**

All individuals involved in e-commerce activities are responsible for understanding and complying with this policy. They must ensure that all online transactions, communications, and data handling procedures adhere to the principles outlined in this document.

- **Managers:**

Managers are responsible for ensuring their teams are trained on e-commerce policies and procedures. They must monitor compliance and address any issues or breaches in a timely and effective manner.

- **IT and Security Teams:**

The IT and security teams are responsible for implementing and maintaining secure systems for e-commerce activities. This includes ensuring that the website, payment systems, and customer databases are protected against unauthorised access, data breaches, and other security threats.



- **Marketing and Sales Teams:**

The marketing and sales teams are responsible for ensuring that all advertising and promotional activities are compliant with relevant laws and regulations. They must also ensure that customer consent is obtained for all marketing communications and that customers are provided with an easy way to opt-out.

Compliance and Enforcement

Trendie is dedicated to upholding this E-Commerce Policy and Procedures. Non-compliance with this policy may result in disciplinary action, which may include termination of employment or contractual agreements. Additionally, violations may be reported to relevant authorities, which could result in legal action.

Procedures

- **Product Listings and Descriptions:**

- Ensure all products and services are accurately described on the website. Include all necessary information such as product specifications, pricing, terms of sale, and any applicable warranties.
- Regularly review and update product listings to ensure accuracy and compliance with the Australian Consumer Law.

- **Order Processing and Fulfilment**

- Process customer orders promptly and efficiently. Confirm orders via email and provide estimated delivery times.
- Maintain a system for tracking orders and handling any issues that arise, such as stock shortages or shipping delays.

- **Data Collection and Privacy**

- Collect only the personal information necessary for processing transactions and providing services. Obtain customer consent before collecting personal data.
- Store customer data securely, in compliance with the Privacy Act 1988 and the Australian Privacy Principles. Use encryption and secure access controls to protect data.



- Implement procedures for responding to customer requests regarding their personal information, including access, correction, and deletion requests.
- **Payment Processing**
 - Use secure payment gateways that comply with PCI DSS standards for processing online payments.
 - Monitor and audit payment processes regularly to detect and prevent fraudulent activities.
 - Ensure that customers receive a receipt or confirmation of payment for all transactions.
- **Returns and Refunds**
 - Clearly outline the returns and refunds policy on the website, in compliance with the Australian Consumer Law.
 - Process returns and refunds promptly and in a fair manner. Provide customers with instructions on how to return products and the timeline for refunds.
 - Keep records of all returns and refunds for auditing and compliance purposes.
- **Marketing and Communications**
 - Obtain explicit consent from customers before adding them to marketing communications lists, in compliance with the Spam Act 2003.
 - Provide an easy and clear way for customers to opt out of marketing communications. Include an unsubscribe option in all electronic marketing communications.
 - Ensure all marketing materials are accurate, non-deceptive, and do not make false claims about products or services.
- **Customer Support**
 - Provide accessible customer support channels, including email, phone, and live chat. Ensure that customers can easily find contact information on the website.
 - Train customer service staff to handle enquiries, complaints, and requests professionally and in accordance with this policy.

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- Implement a system for tracking and responding to customer complaints, ensuring timely resolution.

Review and Updates

This E-Commerce Policy and Procedures document will be reviewed annually to ensure ongoing compliance with Australian legislation and regulations. Any updates will be communicated to all relevant personnel. Employees and contractors are responsible for familiarising themselves with the most current version of this policy.

Implementation

All employees and contractors involved in e-commerce activities will receive training on this policy during their onboarding process and through periodic refresher courses. The policy will be accessible on the company intranet and included in the employee handbook.

By adhering to this E-Commerce Policy and Procedures, Trendie ensures a secure, ethical, and compliant online environment that fosters customer trust and supports the organisation's growth and success.

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