



## bp pulse Collection Notice

BP Australia Pty Limited (ABN 53 004 085 616) (referred to in this notice as 'BP', 'we', 'our' and 'us') or one of its related companies in Australia is collecting your personal information in connection with your use of the bp pulse network of electric vehicle charging points, the bp pulse smartphone application, or bp pulse website ('bp pulse').

### Who we are and how to reach us:

BP Australia Pty Ltd (ACN 004 085 616).

We are contactable by post at Privacy Officer, GPO Box 5222, Melbourne VIC 3001, by telephone on 1300 130 027 or by email to [privacyofficer@bp.com](mailto:privacyofficer@bp.com).

### What information will BP collect and use?

We will collect and use your personal information, which may include:

- (a) your name, contact details and other information that you provide when completing the registration process for bp pulse, and when you use the features of bp pulse;
- (b) geographic information when you use the Live Map function of bp pulse, or have the bp pulse smartphone application or website running;
- (c) payment method details when you use bp pulse (*note that we will never see nor store the details of your credit cards. Such details are collected, stored and processed by BP's payment service providers, Braintree, who process your payment when you use bp pulse For further information regarding Braintree as a service of PayPal and how they encrypt and process payment transactions, click [here](#)*);
- (d) information you provide to us when contacting our customer service centre;
- (e) information you provide to us when using the 'contact us' form on our website;
- (f) transaction information relating to your use of bp pulse (*including transaction type, date, time and location, value*);
- (g) information about the way you use bp pulse, your interaction with marketing communications and offers, and your communications settings and preferences;
- (h) information about the device(s) you use when accessing bp pulse; and
- (i) both anonymised and personal information based on your use of a device, your interactions with online content (on the bp pulse website and elsewhere), your interests, and your preferences through the use of cookies, pixels, and marketing application programming interfaces (APIs).

### What does BP use my personal information for?

We will collect and use the personal information described above for the purposes of:



- (a) administering and providing our services related to bp pulse (including for the purpose of personalising those services);
- (b) improving bp pulse or other BP products and services;
- (c) processing payments and administering your bp pulse Account;
- (d) BP providing you with recommendations and offers (including personalised recommendations and offers) in relation to bp pulse, or BP's products or services and other marketing related purposes;
- (e) sending you direct marketing communications, and other service communications for the administration and operation of bp pulse;
- (f) personalising our digital marketing and advertising to you;
- (g) conducting checks on your transactions and account (for example credit card fraud checks); and
- (h) dealing with your enquiries and requests.

Where BP holds Personal Information about you that it has collected from different sources, BP may combine this Personal Information into a single record or collection of linked records. BP may also combine or share any information that we collect from you with information collected by any of our related bodies corporate (whether within Australia or overseas).

#### **What if I do not provide BP with my personal information?**

If you choose not to provide your personal information to us, you may not be able to complete the registration process, or use some or all of the services available as part of bp pulse, receive updates from us, or have us answer or respond to your enquiry or request.

#### **Who does BP collect my personal information from?**

We will collect your personal information from you where possible, but where relevant we may also collect your information from third parties (such as our dealers who operate some of our BP stores, our service providers who collect your personal information on our behalf as part of the offering of bp pulse, and third parties who are involved in providing any benefit, reward or service to you).

If we collect your personal information from a third party, we will take reasonable steps to ensure that you are aware of the matters contained in this privacy notice.

If you provide us with the personal information of another person, you must make them aware of the matters contained in this privacy collection notice.

#### **Who does BP disclose my personal information to?**

We may disclose your personal information to:



- (a) outsourced service providers and third parties that provide BP marketing, data analytics, customer support, technology or payment processing services (and have those third parties collect your personal information on our behalf via their software);
- (b) social media websites and platforms, where you already own an account on those websites and platforms, for the purposes of re-engaging with you with targeted marketing;
- (c) our commercial partners and other third parties who provide any benefit, reward or service to you (either directly or on our behalf); and
- (d) suppliers, and other third parties with whom we have commercial relationships,

for the purposes set out in this privacy collection notice.

We may also disclose your personal information to our related bodies corporate, contractors, service providers and agents and also to government bodies and regulatory authorities (where required or authorised by law).

We may share and disclose aggregated and/or de-identified transaction data with our commercial partners. We do so to improve bp pulse and to improve our customer's experience.

#### **Personal information used for marketing**

**BP will not provide your personal information to third parties for them to send you direct marketing (other than on BP's behalf) without your consent.**

We may also use your personal information to sell and promote products and services to you, offer bp pulse-specific benefits, or communicate with you about your transactions and to improve our offerings.

We may do this by sending to you:

- direct marketing communications (including emails or SMS messages); or
- tailored advertising (including banner advertisements on websites that you visit, and personalised advertisements on social media platforms) about products and services that may interest you.

You can opt out by using the unsubscribe/opt out facility in the communications that we send you.

Opting-out of some of our communications means that we may not have access to the personal information we need to provide bp pulse benefits or other benefits relevant to those opt-outs.

#### **Does BP store or disclose my personal information to other countries?**

In some circumstances, we will hold your personal information in, or disclose your personal information to our related bodies corporate and service providers located in, countries outside Australia, including in New Zealand, South Africa, Japan, the United States, the United Kingdom, the European Union, Malaysia, the Philippines, India and any other countries listed in our privacy policy or in which the global BP group operates in from time to time.



### **BP's privacy policy**

Our Privacy Policy includes information about how you may access the personal information we hold about you and how you may seek a correction of it.

You can obtain a copy of our privacy policy [here](#), or by using the contact details provided above.

### **Complaints:**

Our privacy policy contains information about how you may complain about a breach of the Australian Privacy Principles and any registered APP code that binds us. It also contains information about how we will deal with any such complaint.

### **Changes to this Collections Notice:**

We may change the terms of this notice from time to time. A copy of the revised notice will be available on our website or can be obtained by contacting us using the contact details above.