

OnePass Privacy Policy

This policy was last updated on 26 March 2025.

The key changes were:

- updates to make this policy clearer, including about our approach to direct marketing communications and advertising, how we use social media and other third-party platforms, our relationships with our Participating Brands, Partners, and Related Companies, and countries that personal information may be shared with
- to reflect that Catch.com.au will cease trading and selling products as of 30 April 2025, and so after that date will no longer be a Participating Brand.

At OnePass, your trust is important to us, which is why we keep it simple and straightforward. Depending on what you're interested in, you can read Our Privacy Promise, the Key Messages, or the "Detail".

Our Privacy Promise

Before we get into the details, we want to let you know about our Privacy Promise:

- 1. Your trust is at the heart of our business.** You are at the heart of everything we do. You trust us to do the right thing with your data and we'll do our best to keep it that way.
- 2. We are clear communicators.** We'll keep it simple and straightforward. That way you can be confident about how we handle your data and protect your privacy.
- 3. Security together.** We'll help you protect your data in ways that make sense to you. We have an awesome team and great tech working hard to keep your data safe and secure.
- 4. Your experience is powered by you.** At OnePass we will always use your data responsibly to provide you with the best shopping experiences and offers that make you smile.

The Key Messages

While it would be great if you read the whole Privacy Policy, the key messages we want you to understand are:

- We work with a number of trusted third parties, including:
 - **Participating Brands** – businesses who are participating in the OnePass program and offer benefits to OnePass members. They are currently Kmart, Target, Bunnings Warehouse, Officeworks, InstantScripts, and Priceline, who are also our Related Companies (see below). View our Participating Brands [here](#)
 - **Partners** – other businesses (such as Flybuys) that we have special arrangements with to feature their products or for them to feature OnePass. View our Partners [here](#)
 - **Suppliers and Service Providers** – trusted third parties that help us operate OnePass or provide OnePass benefits
 - **Related Companies** – other companies within the Wesfarmers Group (such as Wesfarmers, Participating Brands, and other businesses, which you can find [here](#)).
- When you apply to join OnePass or engage as a OnePass member with the Participating Brands and Partners, we will collect and share your personal information from each other and provide you with direct marketing communications and advertising. This includes when you have linked your OnePass account, scanned your OnePass card, linked Flybuys or Sister Club cards, or otherwise consented to direct marketing from the Participating Brand.

- You can unsubscribe from our direct marketing in various ways including directly within the communication itself, changing your marketing preference in your OnePass account, or contacting us [here](#).
- You can unsubscribe from direct marketing from Participating Brands and Partners by contacting them directly.
- You can raise a privacy query or make a complaint by contacting us [here](#).

The “Detail”

In this Privacy Policy, 'us' 'we' or 'our' means Wesfarmers One Pass Pty Ltd (ABN 39 650 854 845), the operator of OnePass. Our Privacy Policy sets out how we collect, use, store, and disclose your personal information.

The current version will always be published on our website (onepass.com.au) and so when we change this Privacy Policy, we will update it there and on our apps. If we make any changes to this Privacy Policy that we think are material, we will notify members through our website, app, or email.

In this privacy policy, when we refer to ‘members’ this includes a person who has purchased a OnePass membership and a person who has registered to use OnePass and opened an account. This includes account holders and members as referred to in the OnePass terms and conditions.

What is ‘personal information’

When we refer to ‘personal information’ we mean information, or an opinion, about an individual who is reasonably identifiable, whether the information or opinion is true or not – this is basically how personal information is defined in the Australian Privacy Act.

Personal information you share with us

From time to time, we will ask you to, or you may choose to, provide us with information. If you are, or are applying to open a OnePass account or become a OnePass member, we will need to collect:

- Your name, email address, and mobile phone number
- Your credit card or payment information
- Details of the accounts you hold with the Participating Brands and some Partners.

We may also collect data from you when you interact with us, including:

- Your interactions with our emails or direct communications, and your interactions with us including through our website or apps (which may be AI enabled), on social media, or our advertising
- Your device ID, device type (i.e., smartphone, computer, or tablet), traffic to and from our website and apps, browsing information on our website and apps, IP address, location, and cookie information
- When you engage as a OnePass member with the Participating Brands and Partners
- This includes when you link your OnePass account to Participating Brands and Partners (such as Flybuys), or you scan your OnePass card, linked Flybuys card at a Participating Brand (excluding InstantScripts or Priceline) or your linked Sister Club card at Priceline
- Details of benefits (which may include offers) provided or made available to you, or that you have asked us about, including information to help the delivery of those benefits or a response to you

- Other information you provide to us including through our website or apps, such as, location information to help you find nearby stores, or interact with us via social media accounts or advertising
- Information you provide to us through customer surveys or when you enter a promotion
- Transaction details and information you provide when you contact customer support
- Other personal information we ask you to provide to enable your dealings with us.

Before you provide us with personal information about someone else you must have their consent to provide their personal information to us.

If you apply for a job or position with us, we may collect information from you, a recruitment consultant, your previous employers, and others who can help us decide whether to offer you employment or engage you.

Sometimes you may be able to deal with us anonymously or by using a pseudonym. If you do, or if you limit the information you provide to us, we may not be able to provide you with the full range of OnePass benefits.

Other personal information we collect about you

As well as collecting personal information from you, we also collect personal information about you from others where you consent or where it is otherwise in accordance with law, including from our Participating Brands, Partners, Related Companies, and trusted third parties, including those listed under 'Personal information that we share'.

This personal information includes:

- Information about your purchases and transaction history from Participating Brands and Partners
- Interactions with Participating Brands and Partners, including your activity on their websites and apps (such as the products you have viewed, added to your shopping cart, and purchased), your communications with them (including via AI-enabled services such as chatbots), your interactions with them on social media or with their advertising, and your device ID. We receive this information from the Participating Brands and Partners and through using cookies, tags, and pixels (see 'Digital Service Technologies' section below)
- Your memberships with, or subscriptions to, our Participating Brands (such as Sister Club at Priceline) and Partners (such as Flybuys)
- Information from publicly available sources, social media, advertising and third-party platforms, such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat and Reddit, as well as other data providers where they have your consent to do so or it is otherwise permitted by law. This information may include insights based on your demographics, interests and behaviours, and whether you have similar characteristics to our current or target members
- Your use of OnePass benefits that may be issued as part of your OnePass membership.

Some OnePass benefits and features (such as linking your accounts, using a promotional code, free delivery, 365-day returns, points multipliers, and viewing your purchases across Participating Brands) may require us to collect (or result in us collecting) your 'sensitive information' from you or from other sources like our Participating Brands (such as InstantScripts and Priceline) who we may also share information with. '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.

The personal information we collect may relate to the time before you were a OnePass member, or when Participating Brands or Partners were not part of the OnePass program.

We may also create new information about you or infer information through data analytics.

If you are an eligible team member within the Wesfarmers Group, we may collect information about you and share it with other Related Companies to provide you with team member benefits.

Why we collect and handle your personal information

The purposes for which we collect, store, use, and disclose personal information from or about you include to:

- Verify your identity and other processes related to your account and membership
- Operate, administer, and improve the OnePass program
- Provide you with benefits from OnePass, our Participating Brands or Partners
- Perform data analysis and matching to help us or our Participating Brands, Partners, and Related Companies better understand what you like and want from OnePass or from them. This helps us to improve your OnePass experience, and for OnePass, Participating Brands, Partners, and Related Companies to develop new products and features and support strategic and operational decision making
- Enable us to provide you with offers, experiences, and direct marketing that interest you (unless you have opted out of receiving marketing from us), display advertising on or from third-party platforms, and personalise your experience including on our website and apps
- Assist our Participating Brands, Partners, and Related Companies to provide you with offers, experiences, and direct marketing that interest you, display advertising on or from third-party platforms, and personalise your experience with them including on their websites and apps
- Send you service and support messages related to issues and incidents that have been identified
- Invite you to review OnePass, Participating Brands, and Partners and their products or participate in promotions
- Develop and share insights about our members as a whole, or groups of them, or our target members
- Improve our business, including by recording interactions with you for training purposes, where we have your consent or otherwise comply with applicable laws
- Respond to queries and complaints, and conduct investigations, for example in relation to fraud or data security
- Evaluate and manage corporate business transfers, including any related transition activities
- Enable us to meet our legal and regulatory requirements, resolve disputes, or protect and defend our rights
- For other purposes where you provided consent.

We may match and combine the personal information we receive from you with personal information we receive about you from Participating Brands, Partners, Related Companies or other trusted third parties to create insights in order for us, Participating Brands, Partners, and Related Companies to use your personal information more effectively.

We may also combine your personal information with the personal information of other individuals. We then use this aggregated information for a range of purposes including to monitor the performance of OnePass and the habits of our members or target members – this helps us understand what is working and what isn't.

Personal information that we share

We may share your personal information for the purposes set out in this Privacy Policy with:

- Participating Brands and Partners as set out in “How Participating Brands and Partners use your personal information” below
- Related Companies for the purposes outlined in “How Related Companies use your personal information” below
- Related Companies and trusted third parties for them to help us operate the OnePass program and provide OnePass benefits. These include:
 - Payment systems operators (such as merchants receiving card payments or payment processors such as Stripe)
 - Services providers and our Related Companies for application and product development and operations (including through AI), technical support, and processing, storing, hosting, and performing data analysis and matching
 - Social media, advertising and third-party platforms, such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat and Reddit to enable member acquisition, engagement and support, and marketing and advertising, and service providers that help us manage our social media presence
 - Our professional advisers, including those that assist with communicating our offers and promotions to you, product development and market research, or provide specialist advice such as lawyers or accountants.

Other third parties we share personal information with may include:

- Your representatives
- Government agencies, regulatory bodies, and law enforcement agencies, or as required or permitted by law
- Parties involved in business transfer transactions (and prospective transactions).

How Participating Brands and Partners use your personal information

Our Participating Brands and Partners may use the personal information we share with them for purposes relating to their operations that are similar to those in the “Why we collect and handle your personal information” section. These includes the following (as well as the purposes set out in their privacy policies and notices):

- Operate, administer, and improve their OnePass engagement and provide you with benefits from OnePass, our Participating Brands, or Partners
- Perform data analysis and matching to help us, Participating Brands, and Partners to better understand what you like and want from OnePass or them. This helps to improve your OnePass experience and your experience with them, develop new products and features and support strategic and operational decision making
- Enable them to provide you with offers, experiences, and direct marketing that interest you (unless you have opted out of receiving marketing from them), display advertising on or from third-party platforms, and personalise your experience with them including on their websites and apps

- Send you service and support messages and fix issues and incidents that have been identified
- Enable them to meet their legal and regulatory requirements, resolve disputes, or protect and defend their rights.

Participating Brands and Partners may also collect personal information directly from you (and from other sources set out in their privacy policies and notices) and may combine the personal information they receive from us with other personal information they collect from or about you. That combined information may be shared between us and them.

Participating Brands and Partners have their own privacy policies, which are available on their websites, and which explain more about how they handle personal information. Participating Brands and Partners may retain personal information about you after you have stopped being a OnePass Member or after they have stopped being a Participating Brand or Partner unless this is prohibited by law.

How Related Companies Use Your Personal Information

As mentioned in this Privacy Policy, we share and combine personal information with our Related Companies to enable us and them to undertake a range of important functions. The personal information that we share and combine with our Related Companies includes:

- Information about your purchases, transaction history, and product and service preferences with OnePass, Participating Brands, Partners, and Related Companies
- Interactions with OnePass, Participating Brands, Partners, and Related Companies, including your activity on websites and apps (such as the products you have viewed, added to your shopping cart and purchased), your communications with them, your interactions with them on social media or with their advertising and your device ID
- We receive this information from the Participating Brands, Partners, and Related Companies through using cookies, tags, and pixels.

We may use this personal information (and disclose it to our Related Companies) to:

- Perform data analysis and matching to help us and them to better understand what you like and for insights and strategic and operational decision making
- Enable us and them to provide you with offers, experiences, and direct marketing that interest you (where you have consented to receive direct marketing), display advertising on or from third-party platforms, and personalise your experiences including on websites and apps
- Develop aggregated insights about customer preferences and research to improve our service offerings, advertising, and offers based on shopping and browsing habits
- For other purposes where you have provided consent to us
- For other purposes described in this Privacy Policy.

Our Related Companies may use it for the similar purposes relating to their operations.

Sharing information overseas

Some of our trusted third-party 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 Canada, EU member states (including Belgium, Denmark, Finland, Germany, Ireland, Italy, Lithuania, Netherlands), Israel, Japan, the Philippines, Singapore, the United Kingdom, and the United States of America.

Direct marketing and personalisation of your experiences

When you join OnePass, based on the relationship between you and us, we will send direct marketing to you (unless you opt out of receiving it from us, or we are limited by law).

Participating Brands and Partners who you've engaged with as a OnePass member may also send direct marketing to you (unless you opt out of receiving it from them, or they are limited by law). Engaging as a OnePass member includes when you link your OnePass account to them or scan your OnePass card at a Participating Brand, your linked Flybuys card at a Participating Brand (excluding InstantScripts and Priceline) or your linked Sister Club card at Priceline.

The direct marketing may be sent by email, push notification via app or device, telephone, SMS, and other permitted means.

You can stop receiving direct marketing from us through any of the following:

- Using the unsubscribe link or process in a direct marketing communication from us
- Changing your preference within your OnePass account
- Contacting customer support on the details below.

If you want to stop receiving direct marketing from Participating Brands or Partners you will need to contact them directly with your request, for example by clicking an unsubscribe link in a marketing email from them.

Subject to compliance with applicable law, we also:

- use the personal information we collect from, or about you, to personalise the appearance of our website and apps to you
- advertise OnePass, Participating Brands, Partners, Related Companies, and selected suppliers, which may involve your personal information being shared with them or social media and other third-party platforms or data providers like those listed in 'Digital Service Technologies'. The advertisements may be tailored through the creation of audiences based on your use of OnePass or your involvement with Participating Brands, Partners, Related Companies or suppliers, or your use of social media and other third-party platforms
- you may be able to limit personalisation of our website and app, and the advertisements you see (although you will still receive non-personalised ads) by:
 - blocking the use of cookies (see the 'Digital Service Technologies' section below)
 - using opt-out functionality provided by industry bodies such as optout.networkadvertising.org, optout.aboutads.info and youradchoices.com/appchoices
 - opting out of Google Ads Personalisation: www.google.com/settings/ads
 - changing your account settings on the third-party site or social media account
 - using features provided by your device or browser, such as notification or push settings or incognito browsing.

Digital Service Technologies

We may collect personal information about you when you use and access our digital services (i.e., website, apps, or any of our chat functionalities), including the digital services of our Participating Brands, Partners, Related Companies, and trusted third parties (such as social media platforms and other third-party platforms). Like many website and app operators, we use digital service technologies like cookies (which are small data files transferred onto devices when a website or app is accessed), tags, pixels (which 'tag' devices), or other digital identifiers including those associated with tracking and advertising identifiers across these digital services that help us:

- Authenticate you
- Maintain your browsing session and remember you and your preferences when you return
- Monitor how you use our websites and apps, including the parts you visit and actions you take
- Combine information with the Participating Brands, Partners, Related Companies and selected suppliers
- With advertising, offers, and experiences that may interest you from OnePass, Participating Brands, Partners, Related Companies and selected suppliers, both on the OnePass website and apps, and when you visit other websites and apps (such as social media and other third-party platforms)
- Protect the security of our website, apps, and members and manage our network usage
- Allow you to interact with social media platforms, for example by 'liking' and sharing our content.

We use cookies to help us collect data, which may include personal information. We will handle that personal information in the ways set out in this Privacy Policy. The cookies we use include 'session' cookies (which are retained only during a current browsing session) and 'persistent' cookies (which are retained by your device or browser between sessions).

Some of the digital service technologies used on our website and apps are created or set for third parties who provide content or services to us. These third parties include social media and online platforms such as Bing, Google Marketing Platforms, Meta (including Facebook and Instagram), Pinterest, Snapchat and Reddit, and digital marketing services, advertising networks, analytics providers and content providers. See below for further description of how we work with Google. We may use other third-party services in similar ways.

You can change your cookies settings on your web browser to block some cookies but, if you do, our website or app may not work as well for you. See www.allaboutcookies.org for more information on how to change your cookie settings for many common browsers, and to learn more about cookies generally.

OnePass is working with Google to improve your online experience

If you are signed into your Google account when you use OnePass, then Google may also combine data from your Google account with data about your use of OnePass, to help identify you to be shown relevant OnePass advertising online, across your devices, and across the internet. For example, you may see advertising for OnePass, Participating Brands, and Partners on other websites and third-party platforms you visit based on the fact that you have visited this website. We use a range of Google services that help us monitor and more effectively display our advertising so that we can provide a better customer experience.

Google Analytics helps website owners measure how users interact with website content.

For more information:

- About [Google advertising cookies and Google Analytics cookies](#)
- About [Google's Privacy Policy](#)
- About how Google uses data when you use sites and apps that use [Google technologies](#)
- On how to [opt out of Google Analytics](#)

Security

We work hard to keep your personal information safe and secure. This includes building our systems with your privacy and security in mind and implementing a range of security measures including:

- Maintaining an ongoing cyber security program and team
- Controlling access to personal information through access and identity management systems
- Implementing information security, privacy, and confidentiality related policies and processes
- Regularly reviewing our security program and controls to protect your personal information appropriately.

Accessing or correcting your personal information

You can [contact us here](#) if you:

- Want to request access to the personal information we hold about you
- Think any personal information we hold about you is inaccurate, out of date, incomplete, irrelevant, or misleading and you want it corrected.

Please select “My Data & Privacy” and follow the prompts. You will need to include your name, contact details, and details of the personal information you want access to or would like corrected. We will then consider your request, and we may need to verify your identity.

You can also contact us using the email address set out in the “Contact us” section below.

Making a complaint

If you wish to make a complaint about how we have handled your personal information, you can [contact us here](#). Please select “My Data & Privacy” and follow the prompts. You will need to include your name, contact details and details of your complaint.

We will respond to your complaint in a reasonable period of time. If you disagree with our response, we will provide you with information about what action you can take, including making a complaint to the Office of the Australian Information Commissioner (whose details are set out below).

Contact us

We have tried to be clear in our Privacy Policy, but if you have any questions about it or our practices please [contact us here](#) or use the details below:

OnePass Privacy Officer

Wesfarmers One Pass Pty Ltd
Level 6, 699 Collins Street
Docklands 3008 VIC

privacy@onepass.com.au

How to contact the OAIC Office

Office of the Australian Information Commissioner

Website: www.oaic.gov.au

Phone: 1300 363 992