



Dessert Story Pty Ltd
ACN 156 314 484

Privacy Policy

Protecting Your Privacy

Personal Information is information from which your identity can be ascertained and is provided by you when you filled in the Application form. We recognise that your Personal Information is personal and we have strict policies on how this information is used and disclosed. The information you provide is necessary to register you for the interest in Dessert Story, without this information we cannot provide you with the service. However, personal information for our business purposes is to be minimal, private, correct, and safe and made available to the individual.

The Nature of our Business

Dessert Story is principally a retailer. Retailing can utilise a number of facilities and functions including shops, the Internet, promotional material and reward or loyalty schemes. As a successful and established retailer we carry out any or all of these means of business from time to time to allow our business to grow and to provide the very best service to our customers.

Purpose of Collection

You will be asked to provide certain personal information. Your personal information is collected to enable us to:

- Email the monthly Dessert Story updates
- Inform of special promotions, offers and important changes to the Dessert Story business that may be of interest
- Improve our services

Consent

By joining the Dessert Story Club you give your consent to how we may access and use your information, which includes:

- Keeping a record of your personal information



- Accessing your personal information for the purpose of sending an email newsletter, information and special offers
- Accessing your personal information for the purpose of database and web site analysis and management
- Deleting your personal information from our records should you choose to cancel your membership
- Accessing your personal information for the purpose of compiling grouped and anonymous statistics about Dessert Story

Disclosure

Dessert Story will not permit other businesses to access your personal information. We will not sell, trade, give or rent any personal information to a third party unless you specifically consent to such disclosure, or if we are required to do so by law.

Access and Control of Information

In accordance with privacy law, we allow you access to any personal information of yours that we hold. If you wish to correct or update your information at any time please contact Dessert Story and we will make any changes for you. You can also choose to cancel your membership (via the same method) at any time and in the event you chose to do so, we will delete your personal information from our records within 14 days. If you receive any promotional material that you do not wish to receive, please advise Dessert Story and we will ensure this type of material is not sent to you in the future.

Safekeeping and Need to Know Handling

As part of us keeping your personal information private we only allow access on a need to know basis. Only on a need to know basis will some of your Information be passed on to couriers and/or mailing houses to enable accurate and timely delivery of promotional materials or prizes. We use the latest technologies and best practices to secure all personal information both physically and electronically.



Staff Training

All our staff are aware of our Privacy Policy and procedures. Access to your personal information is restricted to members of staff who require access for the purpose of updating information or developing and maintaining the technology.

Disclaimer

Despite investments in technology and privacy and security protocols, it is the nature of the medium that the information stored on our servers and any data broadcast over the Internet can, in extreme circumstances, be accessed by unauthorised third parties. We wish to assure you that we recognise this risk and have adopted security strategies to ensure that this risk is minimised. However, while we strive to protect your personal information, we cannot ensure or warrant the security of it. Thus, any information you provide to us is accepted and stored subject to these risks. We will notify you immediately when we become aware of any unauthorised access to your information should it occur.

Contact Us

If you have a particular concern or query about your personal information held by us you should write to Dessert Story Privacy Policy, 195 Little Bourke Street, Melbourne, VIC 3000 or e-mail to info@dessertstory.com.au



Franchise Application

To determine mutual compatibility and financial responsibility, we ask you to fill out this form for careful evaluation by our management. The information supplied by you will be held in the strictest confidence. The submission of this form does not constitute an agreement by either party and is purely for information purposes. Thank you.

Name _____
 First Middle Last

Address _____
 Street City State Postcode

Driver's License No. _____

Business Telephone () _____

Home Telephone () _____

PERSONAL INFORMATION

Date of Birth _____ Marital Status _____

Number of Dependants _____ Age of Dependents _____

I am a citizen of _____

I have permanent residence rights in _____

Have you ever been convicted of a felony or misdemeanor or are such charges pending, being appealed. Or are you under indictment? (Do not include minor traffic violations) YES NO

Have you ever been adjudicated bankrupt? YES NO

If you answered "yes" to any of the above, please provide details on a separate sheet.



EDUCATION

State your educational experience (highest level attained and tertiary qualifications)

BUSINESS EXPERIENCE - Present Employment

Company: _____

Position: _____

Address: _____

Employed From: _____ to _____

Annual Salary: _____

Employer's Name: _____

Employer's Telephone : () _____

Describe duties, responsibilities and number of employees supervised:

May we contact your present employer? YES NO



Employment during last 10 years (list present or last job first)

Employer Duties Employment Date

Employer	Duties	From	To
		From	To
		From	To
		From	To
		From	To

BUSINESS REFERENCES

Accountant Reference

Name _____ Company Name _____

Position Held _____ Telephone _____

Address _____

Solicitor Reference

Name _____ Company Name _____

Position Held _____ Telephone _____

Address _____



Bank Reference

Bank _____

Name _____

Position Held _____ Telephone _____

Branch _____



FINANCIAL INFORMATION

Name: _____

Date: _____

Statement of all my assets and liabilities as of the _____

Assets	\$	Liabilities	\$
Current		Current	
Cash on Hand		Bank Overdraft	
Cash at Bank		Creditors	
Bad Debt's		Other	
Debtors			
Other			
Non Current		Non Current Mortgage	
Real Estate			
Vehicles		Owing on Vehicles	
Cars		Cars	
Light Commercial		Light Commercial	
Heavy Commercial		Heavy Commercial	
Other		Other	
Other Assets		Other Liabilities	
		Total Liabilities	
		Total Assets Less Total Liabilities	
Furniture		Net Worth	
Total Assets		Total Liabilities/ Net Worth	



I/We hereby certify that the above statement is true and correct and that all of the Assets and Liabilities listed there is owned personally by me/us.

Signed _____ Date _____

Signed _____ Date _____

BUSINESS INTEREST

To what extent will you be actively involved in the day-to-day operations of the Dessert Story store?

What percent of the equity of the business will you own? _____%

Will you have a business partner(s)? YES NO

If you have a business partner , will he/she be active? _____

If yes, Please list business partners:

Name	Estimated Net Worth	%	Proposed Investment
1) _____	_____	_____	_____
2) _____	_____	_____	_____
3) _____	_____	_____	_____
4) _____	_____	_____	_____



What is the total amount of cash yourself and your business partners will invest in this business?

Equity:\$ _____ Loan:\$ _____

Will you require assistance to obtain funding? _____

Will any partner's interest in the License be encumbered in any way or subject to an agreement between partners? (If so, please describe)

Do you currently have an interest in a fast food business or any other business ventures? (If so, please describe)

If you are approved for a Dessert Story store, will any partner be involved in any non-Dessert Story business activity? (This includes all business activities, not just restaurants) (If so, please describe)

Do you understand that you must make your own enquiries and get your own advice when considering this business opportunity? Yes/No

Geographic Preference:

1st Choice _____

2nd Choice _____

3rd Choice _____

NOTE: Separate application and financial statements are required of each partner/owner.



DECLARATION

I/We

of

Declare as follows:

1. I/We have answered the questions and provided the information in this form to the best of my/our knowledge and belief, and that as far as I am/we are aware the answers and information are true and correct in all respects and that no relevant details have been omitted.
2. I/We acknowledge that if any information included in this Application is false or misleading in any way Dessert Story shall have the right to terminate any license agreement entered into on the basis of the information contained in this Application.

I/We also acknowledge and agree that Dessert Story Pty Ltd:

1. is collecting the information contained in this Application to assess whether I/we should be considered as a potential licensee;
2. is relying upon the information contained in this Application as a material factor in considering this Application;
3. is authorised to contact any appropriate third parties to verify the accuracy of the information in this Application and to retain any information obtained for its records;
4. may provide the information contained in this Application to its advisers, including its accountants, lawyers and consultants; and
5. may retain copies of this Application for its records, whether or not this Application is successful.



Dated this _____ day of _____ 2012

Signature of Applicants/Persons to be approved

Signature of Applicants/Persons to be approved