

## **Sophie Howarth Photography**

### **Privacy Policy**

2<sup>nd</sup> October, 2022

#### **Introduction**

Sophie Howarth Photography (**we, us or our**) is committed to respecting the privacy of our customers, visitors to our website and other persons with whom we have contact for business purposes.

Terms used in this Policy that are defined in the Privacy Act 1990 (Cth), have the same meaning in this Policy as given to the term in the Privacy Act.

The date of this Policy is set out above.

By continuing to use our website, or otherwise continuing to deal with us, you accept this Policy as it applies from time to time including the collection, use and disclosure of your personal information as specified in this Policy. You are entitled to opt out of emails and personalised marketing and advertising at any time (see sections 7 and 8 of this Policy).

#### **1. Collection of personal Information**

To use our website, to provide products and services to you and to answer questions you ask us, we may require your personal information. Depending on the nature of the products and services you require or the questions you ask, the information we collect includes your name, postal address, date of birth, email and telephone number. We also retain any emails and correspondence you send to us and make notes of any telephone conversations we have with you.

We do not collect sensitive information.

We do not collect financial information such as credit card details as payments are handled by a third party payment gateway (which, at the date of this Privacy Policy is PayPal). Third party payment providers will have their own privacy policies which apply to the collection of information by them to process payment of your purchase.

The information we collect is collected from you directly when you send us an email, complete and submit an order form or any form on our website, engage in webchats, engage with us via our social media channels, telephone us or contact us in some other way.

If we receive unsolicited personal information about you, we will check whether that information is reasonably necessary for our functions or activities. If it is, we will handle this information the same way we treat personal information we collect from you directly. If not, we will destroy or de-identify it.

#### **2. Use of personal information**

The personal information we collect from you is required by us for a number of purposes including:

- to manage our relationship with you;
- to provide products and services to you and generally fulfil orders;
- to improve our website including expanding our product and service offering;
- to provide you with news and information about our website and our products and services including by sending you newsletters and updates, seeking your opinions and feedback about our website, products and services;

- to ensure the proper functioning of our website including customising and improving your online experience with us;
- to ensure the proper functioning of our businesses including administrative, operational and financial purposes;
- to assist us with our marketing, planning and product development;
- to send you marketing and promotional material that we believe you may be interested in (including remarketed digital advertising) and otherwise communicating with you about our products and services including information about special offers and changes to our website;
- for purposes necessary or incidental to the provision of our website;
- any purposes permitted or required under applicable laws; and
- any other use to which you have expressly or impliedly consented.

### **3. To whom we disclose your personal information**

We may disclose your personal information where you have expressly or impliedly consented to the disclosure.

We may also disclose your personal information to third parties as follows:

- Service providers who assist us, or act on our behalf, to provide, develop, deliver, administer, manage, improve, promote, market and protect our website (including digital remarketing), IT systems and other business functions. This might include (without limitation) providers of cloud services, data storage providers, website hosting services, and independent contractors who provide us with services or who assist us with our corporate or business functions. These third parties are prohibited from using the personal information for any other purpose.
- Third party data analytics and data matching companies (such as Google) who we use to collect data from our website about traffic on our website via cookies and identifiers subject to confidentiality obligations and restrictions on use we consider appropriate. These companies analyse and report about the data they have collected, eg, a report may summarise how many people have viewed a certain webpage within a certain age bracket. These companies may combine the data they collect from our website with data obtained from other companies to produce reports. These companies may also share the data they collect with other data analytics companies.
- Legal requirements, proceedings and investigations such as disclosure to law enforcement authorities, national security agencies, statutory dispute resolution bodies, other government and regulatory authorities and other organisations as required or authorised by law, or in accordance with any industry code or standards registered under an applicable law.
- Professional advisers such as lawyers, accountants, auditors, corporate consultants or business analysts to assist us with our corporate or business functions and to develop our business strategies.
- Protection of our rights, interests and safety and those of our employees, contractors, agents, customers and visitors to our website.

We may share non-personal, de-identified or aggregated de-identified information with third parties at our discretion

#### **4. Security and integrity**

We take measures, including the implementation and maintenance of physical, electronic, and managerial procedures, in an effort to assure the security, integrity, and accuracy of all personal information that we collect.

If we learn of a notifiable data breach, we will notify you of the breach as required by the Privacy Act or other applicable laws and comply with those laws to remedy the breach.

#### **5. Storage**

The security of your personal information is important to us.

We store your information on networks in Australia and other jurisdictions in which our service providers are located and process data on our behalf. Our disclosures to our service providers are subject to reasonable confidentiality terms. We and our service providers use generally accepted industry standards to protect the personal information we hold.

#### **6. Destroying or de-identification of personal information when no longer required**

We aim to keep personal information only for the period for which we require it (subject to compliance with laws or court or administrative proceedings). When we no longer require the information, we take reasonable steps to destroy or de-identify personal information.

#### **7. Unsubscribing**

You can opt out of receiving communications from us at any time by clicking the **unsubscribe** link in communications you receive from us.

By opting out of one particular electronic communication received from us, you will be removed from the subscriber list in connection with that particular communication category or newsletter. However, you will continue to receive communications in relation to other newsletters to which you subscribed and have not opted out.

Please note that if you unsubscribe from our communications, we may still send you relevant administrative or security notices from time to time.

#### **8. Marketing and advertising**

If you do not wish to have your browsing activity tracked or your information used for the purpose of delivering you targeted advertisements, you may opt-out of the services currently used by contacting us as specified in the Contact Us section (see section 14). Please note, you will still continue to receive generic advertisements.

#### **9. Third party services and links**

Occasionally we will include links to third party websites on our website (including third party payment gateways such as PayPal) or communications with you. Whenever you choose to follow such links to any other websites you should be aware that our privacy policy no longer applies and that each third party website's privacy policy will govern their collection, storage and use of any of your personal information from the moment you leave our Site.

#### **10. Accessing, updating, correcting and deleting personal information**

The accuracy of the personal information we have requested from you is important to us. We will take all such steps as are reasonable in the circumstances to ensure that all information requested from you is kept accurate, up to date and complete. However, we cannot undertake to ensure that such data, even where it includes personal information, is kept accurate, up to date and complete.

#### ***Accessing personal information***

You may request access to any personal information we hold about you by contacting us as specified in the Contact Us section (see section 14). Whenever you are entitled to access such information, we will provide such information to you via email or post without charging you for such access. We will try to respond to your request within 30 days of your request (or such longer period as is reasonable in the circumstances given the volume of the personal information to which access has been requested and whether the personal information is currently in use or archived).

We may charge you a fee to recover the reasonable costs incurred by us in retrieving your information, but in no case will we charge you a fee for your application for access.

There will be instances where we cannot grant you access (eg, where access would interfere with the privacy of others). If we refuse your request, we will provide reasons for our decision unless doing so would be unreasonable in the circumstances. If you are not satisfied with our response, you can make a complaint in accordance with the procedure outlined below (see section 12).

### ***Updating, correcting and deleting personal information***

You may, at any time, request that the personal information we hold about you is updated or corrected or deleted by contacting us as specified in the Contact Us section (see section 14). We will try to deal with your request within 30 days of your request (or such longer period as is reasonable in the circumstances given the volume of the personal information to which access has been requested and whether the personal information is currently in use or archived).

If we refuse your request, we will provide reasons for our decision. If you are not satisfied with our response, you can make a complaint in accordance with the procedure outlined below (see section 12).

If we delete your personal information as requested, your experience with our website may be diminished and we may not be able to offer you our full range of products and services.

## **12. Complaints**

Please feel free to direct any questions concerns or complaints regarding our Policy or our treatment of your personal information by contacting us as set out in section 14.

We will contact you promptly to let you know the next steps in resolving your complaint and to obtain any further information we need to consider your complaint. We will endeavour to respond to your complaint within 30 days of receipt of the complaint by our privacy officer.

If you consider that your complaint has not been adequately dealt with by us, you can make a further complaint to the Office of the Australian Information Commissioner ( [www.privacy.gov.au](http://www.privacy.gov.au)), which has complaint handling responsibilities under the Privacy Act. We will cooperate with the appropriate regulatory authorities, to resolve any complaints regarding personal information that cannot be resolved internally.

## **13. Changes and updates to this policy**

We regularly review this Policy. This Policy was last updated on the date specified at the beginning of this Policy and may be updated by us, from time to time, in our sole discretion. We will notify you of any such changes by providing the current version of the Policy on our website.

We encourage you to review this Policy periodically to stay informed about our collection, use and disclosure of personal information. Your continued use of our Sites and/or Services or any other content, products or services covered by this Policy constitutes your agreement to this Policy and any updates.

## **14. Contact Us**

You may contact us at [sophie@sophiehowarthphotography.com](mailto:sophie@sophiehowarthphotography.com).