

## **PRIVACY POLICY**

This Privacy Policy applies to the services offered by Jodi Swan ABN 91 276 470 271 trading as Empowered Play (“**Empowered Play**”). Empowered Play respects your privacy and are bound by the *Privacy Act 1988* (Cth), which sets out a number of principles concerning the privacy of individuals as well as the Australian Privacy Principles (APPs).

Please note that any reference made to “we”, “our” or “us” refers to Empowered Play.

### **1.1 Statement of Commitment**

This Privacy Policy explains how Empowered Play may collect, use, disclose, store and otherwise handle personal information (and where applicable, sensitive information), including how you may access such information held by Empowered Play.

### **1.2 Consent**

Empowered Play is committed to safeguarding personal privacy. Empowered Play recognises that individuals have a right to control how their personal information is collected and used. Providing personal information is an act of trust and it is taken seriously by Empowered Play. Unless given consent to do otherwise, Empowered Play will only collect and use personal information as set out below in this Privacy Policy.

Notwithstanding the above, this Privacy Policy applies to your personal information regardless of the way in which Empowered Play collects it, which may include:

- when you send Empowered Play an e-mail, “contact us” message, or any other form of written enquiry;
- via mobile sites, applications, widgets and other mobile interactive features, for example when you provide feedback via a QR Code application;
- photographs of any part of the services undertaken by Empowered Play for promotional and portfolio purposes;
- via Empowered Play’s official social media pages that it controls, such as the official pages for Empowered Play on Facebook and Instagram;
- when you telephone Empowered Play to enquire about our services;
- when you engage Empowered Play to undertake services, whether this is undertaken online, via telephone or in person;
- when you make a booking with Empowered Play;
- when you enter a promotion, competition, provide feedback or participate in a survey, market research or other promotional activities which Empowered Play (or one of its agents) conducts;
- when you sign up to receive Empowered Play’s newsletters or marketing material; or
- when you submit an application for a contract or employment with Empowered Play.

### **1.3 Your Personal Information**

Personal information and health information is collected by Empowered Play where necessary or related to one or more of its functions or activities. “Personal Information” is information or an opinion that identifies an individual. The types of personal information and health information

collected may depend on the type of interaction that you have with Empowered Play, and includes but is not limited to:

- your name and contact details;
- the name and date of birth of your child who is participating in the services provided by Empowered Play;
- medical conditions, including allergies and anaphylaxis, to assist with determining whether any concerns with the materials provided during the course of the services provided by Empowered Play;
- images or videos of you or your child who is participating in the services provided by Empowered Play;
- your credit card details;
- Internet Protocol (“IP”) address;
- server address;
- domain name; and
- information you provide to us directly or indirectly through your use of our website.

#### **1.4 Information provided to Square**

All purchases that are made through this site are processed securely and externally by Square. Unless you expressly consent otherwise, we do not see or have access to any personal information that you may provide to Square, other than information that is required in order to process your booking (eg, your name, email address and billing/postal address).

#### **1.5 Collecting Personal Information**

Empowered Play will only collect your personal information by lawful and fair means including directly from you or authorised third parties.

Personal information may be requested for a variety of reasons, including but not limited to; enabling Empowered Play to provide a service or to update information presently held on file. You are not obliged to provide the requested information, however failure to do so may result in Empowered Play being unable to provide services to you.

Empowered Play may also collect information from third parties and public sources. It may include our online forms when booking through our website, email or telephone conversations with you.

#### **1.6 Using and Disclosing your Personal Information**

Personal information and health information (including sensitive information, where applicable) may be used by Empowered Play for any of the following primary purposes:

- to render services;
- to respond to a query or feedback;
- to issue an invoice or a receipt;
- to provide information about services and/or special offers;
- to obtain opinions or comments about services from a client;

- to record statistical data for marketing analysis from a client;
- to process and consider an application for employment;
- to promote and market all current and future Empowered Play businesses, venues and services and to inform about the products and services of any of Empowered Play's commercial partners;
- to assist with Empowered Play's internal business processes;
- to conduct market research and/or to improve Empowered Play's service offerings;
- to administer surveys;
- for any other purposes that could be reasonably expected of Empowered Play; and
- to enable Empowered Play to comply with its obligations under law.

Empowered Play may employ or contract other companies or service providers to assist in providing Empowered Play's services, including but not limited to; marketing, market research, mail-house services, hosting, analysis of client lists and/ or consulting services. These third parties may have access to personal information that is needed to perform their specific function(s) and cannot use that information for other purposes beyond those functions.

The third parties to which Empowered Play may disclose personal information to includes:

- related entities of Empowered Play;
- third parties where you consent to the use or disclosure;
- contractors, agents and suppliers Empowered Play engages to provide products and/or perform services;
- Empowered Play's professional advisors such as legal professionals and accountants;
- law enforcement bodies;
- a purchaser of all or part of Empowered Play's business; and
- any other person for any other purposes that would be reasonably expected (including if required by law).

Empowered Play does not sell your name or other personal information to third parties.

## **1.7 Individual's Right of Access**

Empowered Play endeavour to ensure that personal information collected and used is accurate, complete and up-to-date. However, the accuracy of information is dependent to a large extent on the information provided to Empowered Play. Individuals have the right to review, amend or delete personal information that may be recorded on Empowered Play's database.

Information may be reviewed, amended or deleted by contacting Empowered Play via email at [info@empoweredplay.com.au](mailto:info@empoweredplay.com.au).

A request may be made to delete personal, and all reasonable steps to delete the information will be made, except where the information is required for legal reasons. Deletion of information may result in Empowered Play being unable to provide services.

To unsubscribe from our email database or opt-out of communications, please contact us using the details below or using the opt-out facilities provided in the communication.

## **1.8 Storage and Security of Personal Information**

Empowered Play takes all reasonable steps to keep secure personal information recorded and to keep this information accurate and up to date. The personal information is stored on secure servers (if in digital format), or in locked areas (if in hardcopy format). These repositories are protected in controlled facilities. Empowered Play employees and data processors are obliged to respect the confidentiality of any personal information held by Empowered Play. Empowered Play will only permit authorised personnel to access your information and information will only be disclosed to third parties where they have the appropriate authority. Empowered Play destroys or de-identifies personal information no longer needed by Empowered Play, wherever possible.

## **1.9 Use of Cookies**

Empowered Play uses tracking technologies such as cookies or web beacons to make use of its website and services as convenient as possible. Cookies are pieces of information that a website transfers to a computer's hard disk for record keeping purposes. A web beacon is a technical method that sends information related to the access to websites, when you browse websites, or open or preview a HTML-formatted email. Most web browsers are set to accept tracking technologies such as cookies or web beacons. These tracking technologies do not themselves personally identify users, although they do identify a user's browser. These tracking technologies allow Empowered Play to monitor the Empowered Play website, and to record how many people are using the different parts of the site. It is possible to set the browser to refuse tracking technologies such as cookies or web beacons, however, this may limit the services provided by Empowered Play's website.

Empowered Play's website and online services use web analytics such as Google Analytics, a web analytics service provided by Google, Inc. Web analytics uses cookies to help the website analyse how users use the website. This information generated by the cookie about your use of one of Empowered Play's website (including your IP address) will be transmitted to and stored by the Web analytics provider on servers that may be located overseas.

This information is used for the purpose of evaluating your use of Empowered Play's website, compiling reports on website activity for website operators, and providing other services relating to website activity and internet usage. Web analytics providers may also transfer this information to third parties where required to do so by law, or where such third parties process the information on its behalf. Web analytics will not associate your IP address with any other data held by it. By using Empowered Play's websites, you consent to the processing of data about you by web analytics in the manner and for the purposes set out above. Further information may be obtained via the relevant privacy policy, available on request.

## **1.10 Empowered Play and Links to Other Website**

Empowered Play may provide links to web sites outside of Empowered Play's website. These linked sites are not under the control of Empowered Play, and Empowered Play is not responsible for the conduct of companies linked to Empowered Play's website, nor for the performance or otherwise of any content and/or software contained in such external websites.

## **1.11 Empowered Play GDPR**

Empowered Play welcomes the General Data Protection Regulation ("GDPR") of the European Union ("EU") as an important step forward in streamlining data protection globally. Although we do not operate an establishment within the EU and do not target any offering of services towards customers/clients in the EU specifically, we intend to comply with the data handling regime laid out in the GDPR in respect of any personal information of data subjects in the EU that we may obtain.

The requirements of the GDPR are broadly similar to those set out in the Privacy Act and include the following rights:

- you are entitled to request details of the information that we hold about you and how we process it. For EU residents, we will provide this information for no fee;
- you may also have a right to:
  - have that information rectified or deleted;
  - restrict our processing of that information;
  - stop unauthorised transfers of your personal information to a third party;
  - in some circumstances, have that information transferred to another organisation; and
  - lodge a complaint in relation to our processing of your personal information with a local supervisory authority; and
- where we rely upon your consent as our legal basis for collecting and processing your data, you may withdraw that consent at any time.

If you object to the processing of your personal information, or if you have provided your consent to processing and you later choose to withdraw it, we will respect that choice in accordance with our legal obligations. However, please be aware that:

- such objection or withdrawal of consent could mean that we are unable to provide our services to you, and could unduly prevent us from legitimately providing our services to other customers/clients subject to appropriate confidentiality protections; and
- even after you have chosen to withdraw your consent, we may be able to continue to keep and process your personal information to the extent required or otherwise permitted by law, in particular:
  - to pursue our legitimate interests in a way that might reasonably be expected as part of running our business and which does not materially impact on your rights, freedoms or interests; and
  - in exercising and defending our legal rights and meeting our legal and regulatory obligations.

## **1.12 Problems, Queries or Complaints**

For further information regarding this Privacy Policy or to make a complaint about the steps taken by Empowered Play to protect your personal information or privacy, please contact Empowered Play at [info@empoweredplay.com.au](mailto:info@empoweredplay.com.au).

Empowered Play will investigate any complaints received in writing and take all reasonable steps to resolve them as soon as possible. If you are not satisfied with the result of your complaint to Empowered Play, you can refer your complaint to:

Office of the Australian Information Commissioner  
Phone: 1300 363 992  
Post: GPO Box 5288, Sydney NSW 2001  
Online Form: [www.oaic.gov.au](http://www.oaic.gov.au) (Privacy Complaint Form).

### **1.13 Updates**

Empowered Play reserves the right to review, amend, update and change this Privacy Policy from time to time to reflect its practices and obligations. Any changes will take effect when they are made or posted on Empowered Play's website.