

WEBSITE PRIVACY POLICY

This Privacy Policy applies to all personal information collected by Georgina Elise Ellershaw trading as THEEA (ABN: 60 650 905 241) via the website located at www.theea.com.au.

1. What is "personal information"?

- (a) The Privacy Act 1988 (Cth) currently defines "personal information" as meaning information or an opinion about an identified individual or an individual who is reasonably identifiable:
 - (i) whether the information or opinion is true or not; and
 - (ii) whether the information or opinion is recorded in a material form or not.
- (b) If the information does not disclose your identity or enable your identity to be ascertained, it will in most cases not be classified as "personal information" and will not be subject to this privacy policy.

2. What information do we collect?

The kind of personal information that we collect from you will depend on how you use the website. The personal information which we collect and hold about you may include: your name, phone number, email, your business structure and preferences related to our services.

3. How we collect your personal information

- (a) We may collect personal information from you whenever you input such information into the website.
- (b) We also collect cookies from your computer which enable us to tell when you use the website and also to help customise your website experience. As a general rule, however, it is not possible to identify you personally from our use of cookies.

4. Purpose of collection

- (a) The purpose for which we collect personal information is to provide you with the best service experience possible on the website.
- (b) We customarily disclose personal information only to our service providers who assist us in operating the website. Your personal information may also be exposed from time to time to maintenance and support personnel acting in the normal course of their duties.
- (c) By using our website, you consent to the receipt of direct marketing material. We will only use your personal information for this purpose if we have collected such information direct from you, and if it is material of a type which you would reasonably expect to receive from us. We do not use sensitive personal information in direct marketing activity. Our direct marketing material will include a simple means by which you can request not to receive further communications of this nature.

5. Marketing Materials

We may send you direct marketing communications and updates about our services that we think might interest you. These messages could be sent via mail, SMS, or email, following relevant marketing laws like the Spam Act 2003 (Cth). If you have a preferred communication method, we will try to use it whenever possible. Additionally, you can opt-out of receiving our marketing messages at any time by contacting us (see details below) or using the opt-out options in our messages. We will then remove your name from our mailing list. We do not share your personal information with other organisations for direct marketing purposes.

6. Access and correction

Australian Privacy Principle 12 permits you to obtain access to the personal information we hold about you in certain circumstances, and Australian Privacy Principle 13 allows you to correct inaccurate personal information subject to certain exceptions. If you would like to obtain such access, please contact us as set out below.

7. Complaint procedure

If you have a complaint concerning the manner in which we maintain the privacy of your personal information, please contact us as set out below. All complaints will be considered by our Founder, Georgina Ellershaw and we may seek further information from you to clarify your concerns. If we agree that your complaint is well founded, we will, in consultation with you, take appropriate steps to rectify the problem. If you remain dissatisfied with the outcome, you may refer the matter to the Office of the Australian Information Commissioner.

8. Who will we disclose your data to?

- (a) Our directors, employees, agents, contractors, or service providers to operate our website and business, fulfill your requests, and provide our services. This includes web hosting providers, IT administrators, mailing services, couriers, payment processors, data entry services, electronic network administrators, debt collectors, and professional advisors like accountants, lawyers, business advisors, and consultants.
- (b) Suppliers and other third parties we have business relationships with for business, marketing, and related purposes. These parties may be located overseas.
- (c) Credit reporting agencies, courts, tribunals, regulatory authorities, and law enforcement officers if customers fail to pay for goods or services, as required by law.
- (d) Any other organization for any authorized purpose with your express consent.

We only share your information with third parties who agree to uphold the standards in our privacy policy.

If there is a change or potential change in the control of our business due to the sale, assignment, or transfer of our business or business assets, we reserve the right to sell, assign, or transfer our user databases, including personal and non-personal information, to the extent permitted by law. In such cases, your personal information may be disclosed to the potential buyer, assignee, or transferee, but only in good faith and with maintained confidentiality.

9. Security Policy

At THEEA, we are committed to safeguarding your personal data. We employ a range of security measures to protect your information from unauthorised access, misuse, loss, or disclosure. These measures include robust encryption, secure servers, and regular security audits. While we strive to use the most effective methods to ensure data protection, it is important to understand that no system can be entirely foolproof. Therefore, while we aim to do everything within our power to secure your data, we cannot guarantee absolute security. By using our services, you acknowledge and accept the inherent risks associated with data transmission and storage.

10. Cookie Policy

Our Cookie Policy explains what cookies are, how we use cookies, how third-party partners may use cookies on our Websites and your choices regarding cookies.

General information about visits to our Websites is collected by our computer servers, with small files “cookies” that our Websites transfers to your computer’s hard drive through your Web browser (if you allow the delivery of “cookies”). The “cookies” are used to follow the pattern of movements of users by letting us know which pages on our Websites are visited, in what order and how often. The anonymous non-personal information that we collect and analyse is not personal information as described in the Privacy Act.

11. Why do we use “cookies” and other web use tracking technologies?

- (a) When you access our Website, small files containing a unique identification (ID) number may be downloaded by your web browser and stored in the cache of your computer. The purpose of sending these files with a unique ID number is so that our Website can recognise your computer when you next visit our Website. The “cookies” that are shared with your computer can’t be used to discover any personal information such as your name, address or email address they merely identify your computer to our Websites when you visit us.
- (b) We can also log the internet protocol address (IP address) of visitors to our Website so that we can work out the countries in which the computers are located.
- (c) We collect information using “cookies” and other tracking technologies for the following reasons:

- (i) to help us monitor the performance of our Website so that we can improve the operation of the Website and the services we offer;
 - (ii) to provide personalised services to each user of our Website to make their navigation through our Website easier and more rewarding to the user; and
 - (iii) when we have permission from the user, to market the services we provide by sending emails that are personalised to what we understand are the interests of the user.
- (d) Even if you have given us permission to send you emails, you can, at any time, decide not to receive further emails and will be able to “unsubscribe” from that service.
- (e) In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of the Website, deliver advertisements on and through the Website, and so on.

12. GDPR

In some circumstances, the European Union General Data Protection Regulation (GDPR) provides additional protection to individuals located in Europe. Where this is the case, there may be additional rights and remedies available to you under the GDPR if your personal information is handled in a manner inconsistent with that law.

13. How to contact us about privacy

If you have any queries, or if you seek access to your personal information, or if you have a complaint about our privacy practices, you can contact us through: info@theeea.com.au.