

YOUR PRIVACY

Last updated: 23 April 2024

We respect your privacy and are committed to protecting your personal information. We use the information we collect about you to maximise the services that we provide to you. We respect the privacy and confidentiality of the information provided by you and adhere at all times to the Australian Privacy Principles. Please read our privacy policy carefully.

INFORMATION WE COLLECT FROM YOU

Personal information collected may include but is not limited to, your name, email address, phone number and general payment information ('Personal Data').

You have the right to review, access and correct any personal information that we hold about you. You can contact us directly to do so at any time and we will respond to your request within 48 hours.

HOW WE USE YOUR INFORMATION

Personally Identifiable Information:

We use the information we collect to deliver our services to you, including communicating with you, notifying you of updates and offers, sharing useful content, measuring customer satisfaction and providing support.

Marketing communications are only sent to you if you have requested or subscribed to them. You can opt out of our marketing communications at any time by unsubscribing or emailing us and your request will be actioned immediately.

Non-Personally Identifiable Information:

We also use the information we collect in aggregated and anonymized forms to improve our services, including administering our website,

producing reports and analytics, advertising our products and services, identifying user demands and assisting in meeting customer needs generally.

We may use Google Analytics or any similar service to track users of our Courses and improve user experience.

STORAGE AND SECURITY OF YOUR INFORMATION

We will use all reasonable means to protect the confidentiality of your Personal Data while in our possession or control. All information we receive from you is stored on secure servers and protected from unauthorised use or access. Credit card information is encrypted before transmission and is not stored by us on our servers. We use a trusted third party payment processor and ensure that any third party we use to deliver our services is under the same duty of privacy and confidentiality as is required under Australian Privacy Law.

To enable us to deliver our services, we may transfer information that we collect about you, including Personal Data, across borders for storage and processing in countries other than Australia. If your Personal Data is transferred and processed outside Australia, it will only be transferred to countries that have adequate privacy protections.

We retain your personal information for as long as needed to provide services to you and as otherwise necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

In the event there is a breach of our security and your Personal Data is compromised, we will promptly notify you in compliance with the applicable law.

SHARING YOUR INFORMATION WITH THIRD PARTIES

We do not and will not sell or deal in Personal Data or any customer information.

Your Personal Data details are only disclosed to third party suppliers when it is required by law, to enable us to deliver goods or services which you have purchased, for payment processing or to protect our copyright, trademarks and other legal rights. To the extent that we do share your Personal Data with a service provider, we would only do so if that party has agreed to comply with our privacy standards as described in this privacy policy and in accordance with applicable law. Our contracts with third parties prohibit them from using any of your Personal Data for any purpose other than that for which it was shared.

DISCLOSURE OF YOUR INFORMATION

We may from time to time need to disclose certain information, which may include your Personal Data, to comply with a legal requirement, such as a law, regulation, court order, subpoena, or warrant, in the course of a legal proceeding or in response to a law enforcement agency request. Also, we may use your Personal Data to protect the rights, property or safety of our customers, third parties or ourselves.

We implement appropriate physical, electronic and procedural safeguards to protect personal information from unauthorized access, use or disclosure and ensure that any third party that we may use to deliver our services is under the same obligation.

We may use cookies and other technologies to improve the functionality of our Courses and to understand how users interact with the Content.

CHANGE IN PRIVACY POLICY

As we plan to ensure our privacy policy remains current, this policy is subject to change. We may modify this policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications as part of this policy. Please return periodically to review our privacy policy.

CONTACT US

If you have any questions or concerns at any time about our privacy policy or the use of your Personal Data, please contact us at hello@bookblurbmagic.com and we will respond within 48 hours.