

## **Dragonfly Marketing ABN 75606733475 – PRIVACY POLICY**

This Privacy Policy sets out Dragonfly Marketing's ("we", "our" or "us") commitment to protecting the privacy of your personal information that we collect through this website [www.dragonflymarketing.com.au](http://www.dragonflymarketing.com.au) (**Site**) or directly from you.

Please read this Privacy Policy carefully. Please contact us if you have any questions.

You providing us with personal information indicates that you have had sufficient opportunity to access this Privacy Policy and that you have read and accepted it.

If you do not wish to provide personal information to us, then you do not have to do so, however it may affect your use of this Site or any products and services offered on it.

The Site is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Site. We do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us using the information below.

### **1. Type of personal information collected**

**Personal Information:** When you access the Site, we will learn certain information about you during your visit. Our Site provides various places for users to provide information, through filling out forms on our Site. We may use this information to deliver the requested product and/or service, to improve our overall performance, and to provide you with offers, promotions, and information.

As you navigate through our Site, we may use automatic data collection technologies including Google Analytics to collect certain information about your equipment, browsing actions, and patterns. This will generally include information about your location, your traffic pattern through our website, and any communications between your computer and our Site. Among other things, we will collect data about the type of computer you use, your Internet connection, your IP address, your operating system, and your browser type.

If we receive your personal information from third parties, we will protect it as set out in this Privacy Policy.

Dragonfly Marketing reserves the right to use technological equivalents of cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. The Company reserves the right to use these pixels in compliance with the policies of the various social media sites.

## **2. Collection and use of personal information**

We collect and use the personal information for purposes including to contact and communicate with you, for internal record keeping and for marketing. As a visitor to this Site, you can engage in most activities without providing any personal information. It is only when you seek to download resources and/or register for services that you are required to provide information.

If you are outside the European Union and opt to receive any resources from this Site, we will automatically enrol you to receive our free email newsletter. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to [info@dragonflymarketing.com.au](mailto:info@dragonflymarketing.com.au) requesting to unsubscribe from future emails.

If you are in the European Union and opt to receive any free resources from this Site, we will only enrol you to receive our free email newsletter if you affirmatively consent to it. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to [info@dragonflymarketing.com.au](mailto:info@dragonflymarketing.com.au) requesting to unsubscribe from future emails.

## **3. Disclosure of personal information**

As a general rule, we do not sell, rent, lease or otherwise transfer any information collected whether automatically or through your voluntary action.

We may disclose personal information for purposes including to provide our products and services to you, and as required by law.

Where we disclose your personal information to third parties for these purposes, we will request that the third party follow this Privacy Policy regarding handling of your personal information.

## **4. Access to and correction of personal information**

Access: You may request details of personal information that we hold about you, in certain circumstances set out in the Privacy Act 1988 (Cth). An administrative fee may be payable for the provision of information. We may refuse to provide you with information that we hold about you, in certain circumstances set out in the Privacy Act.

Correction: If you believe that any information we hold on you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us by email. We rely in part upon customers advising us when their personal information changes. We will respond to any request within a reasonable time. We will endeavour to promptly correct any information found to be inaccurate, incomplete or out of date.

## **5. Policy Changes**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the email address specified in your account and/or through a notice on the Website home page. The date the privacy policy was last revised is identified at the bottom of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

## **6. Visitor's GDPR Rights**

If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation. Those rights include:

We will retain the any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) the Company decides that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that the Company stores and the rights to either rectify or erase your personal data.

You have the right to seek restrictions on the processing of your data.

You have the right to object to the processing of your data and the right to the portability of your data.

To the extent that you provided consent to the Company's processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent.

You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

## **7. Complaints about breach**

If you believe that we have breached the Australian Privacy Principles and wish to make a complaint about that breach, please contact us on the email address below.

## **8. Unsubscribe**

To unsubscribe from our e-mail database, or opt out of communications, please contact us at the details below.

## **9. Storage and Security**

We are committed to ensuring that the information you provide is secure.

We employ commercially reasonable methods to ensure the security of the information you provide to us and the information we collect automatically. This includes using standard security protocols and working only with reputable third-party vendors. Email is not recognized as a secure medium of communication. For this reason, we request that you do not send private information to us by email. However, doing so is allowed, but at your own risk. Some of the information you may enter on our website may be transmitted securely via a secure medium known as Secure Sockets Layer, or SSL. Credit Card information and other sensitive information is never transmitted via email.

**For any questions or notice, please contact us at:**

Dragonfly Marketing ABN: 75606733475

Email: [info@dragonflymarketing.com.au](mailto:info@dragonflymarketing.com.au)

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