



# **FireLily Australia Privacy Policy**



## **Privacy Policy – FireLily Australia**

FireLily Australia recognises the importance of protecting personal information.

This privacy policy (“Policy”) explains how FireLily Australia protects the privacy of individuals and summarises how FireLily Australia collects, uses and discloses personal information about individuals.

“Personal Information” is information that identifies you, or information by which your identity can reasonably be ascertained.

FireLily Australia is bound to comply with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (“APPs”) that regulate the handling of personal information about individuals.

### **Collection of personal information**

FireLily Australia will, from time to time, receive and store personal information you enter onto our data base, provided to us directly or given to us in other forms.

You may provide basic information such as your name, phone number, address, email address, birthday or location to enable us to send information, provide updates and process your requests or assist with enquiries. We may collect additional information at other times, including but not limited to, when you provide feedback, respond to surveys and/or promotions, provide financial or credit card information or communicate with us. We may also collect any other information you provide while interacting with us.

### **How we collect your personal information**

FireLily Australia collects personal information from you in a variety of ways, including when you interact with us electronically, or in person, when you access our website and when we provide our services to you. We may receive personal information from third parties. If we do, we will protect it as set out in this Privacy Policy.

There may also be occasions when we collect personal information (to the extent it is available) from publicly available sources, including social media platforms but not limited to Facebook, Instagram or Twitter. Sometimes, we may provide content and services on a range of platforms (including social media networks) with interactive features to which you may contribute. If you post your personal information in publicly accessible places or social media platforms, your personal information will become publicly available (subject to, where applicable, any privacy settings you have in place in social media platforms). We will not be responsible for the protection of personal information you choose to publish this way.

### **Use of your personal information**

FireLily Australia may use personal information collected from you to provide you with information, updates and our services. We may also make you aware of new and additional products, services and opportunities available to you. We may use your personal information to improve our products and services and better understand your needs.

FireLily Australia may contact you by a variety of measures including, but not limited to telephone, email, SMS or postal mail.

Our uses of personal information include, but are not limited to:

- establishing your identity;
- managing our relationship with you;
- creating and responding to your requests through the FireLily Australia Website;
- sending publications and other promotional information to you;



- providing you with updates in relation to promotions, special events and other activities;
- providing services to you;
- conducting and improving our business and services;
- collecting and making payments;
- complying with our legal obligations, and assisting government and law enforcement agencies and/or regulators.

### **Direct Marketing**

We may use your personal information to engage in direct marketing activities.

Direct marketing activities undertaken by FireLily Australia may include distribution of promotional information and correspondence. If you do not want to receive emails and/or other communications from us you can tell us by contacting us as detailed in this Policy or as detailed in any direct marketing communication that you receive from us.

### **Disclosure of your personal information**

We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this Policy. Personal information is only supplied to a third party when it is required for the delivery of our services.

We may from time to time need to disclose personal information to comply with a legal requirement, such as law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request.

We may also use personal information to protect the copyright, trademarks, legal rights, property or safety of FireLily Australia, its customers or third parties.

If there is a change of control in our business or a sale or transfer of business assets, we reserve the right to transfer to the extent permissible at law; our databases, together with any information and non-personal information contained in those databases. This information may be disclosed to a potential purchaser under an agreement to maintain confidentiality. We would seek to only disclose information in good faith and where required by any of the above circumstances.

By providing us with your personal information, you consent to the terms of this Privacy Policy and the types of disclosure covered by this Policy. Where we disclose your personal information to third parties, we will request that the third party follow this Policy regarding the handling of your personal information.

### **Security of personal information**

FireLily Australia is committed to ensuring that the information you provide to us is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

The transmission and exchange of information is carried out at your own risk. Whilst we take measures to safeguard against unauthorised disclosures, we cannot guarantee the security of any information that you transmit to us or receive from us.



FireLily Australia takes all reasonable steps to protect personal information from misuse, interference and loss, as well as unauthorised access, modification or disclosure by using industry standard software protection programs.

### **Access to your personal information**

You may request details of personal information that we hold about you in accordance with the provisions of the *Privacy Act 1988* (Cth). If you would like a copy of the information which we hold about you or believe that any information we hold on you is inaccurate, out of date, incomplete, irrelevant or misleading, please let us know by providing written notice to [hello@firelily.com.au](mailto:hello@firelily.com.au).

### **Complaints about privacy policy**

Individuals are able to contact FireLily Australia and request further information about this Policy, request access to their personal information or make a request that personal information be corrected and/or updated. Individuals are also able to make a complaint about any aspect of this Policy, and/or any aspect regarding the collection or use of information by FireLily Australia, including the following:

- the kind of information collected by FireLily Australia;
- the collection process;
- the purpose for which information is collected;
- how information is held; or
- use or disclosure of information by FireLily Australia.

Further information can be requested, access to information can be requested and complaints can be made using the contact details set out below.

*FireLily Australia*

*Website:* [www.firelily.com.au](http://www.firelily.com.au)

*Email:* [hello@firelily.com.au](mailto:hello@firelily.com.au)

### **Third party sites**

Our website may from time to time have links to other websites or apps not owned or controlled by us. These links are meant for your convenience only. Links to third party content do not constitute sponsorship or endorsement or approval of these websites. Please be aware FireLily Australia is not responsible for the privacy practices of other such websites. We encourage our users to be aware, when they leave our website, to read the privacy statements of each and every website that collects personal identifiable information.

### **Use of Cookies**

FireLily Australia may use cookies, pixel tags, "flash cookies", or other local storage provided by your browser or associated applications (each a Cookie and together Cookies).

Cookies may be used to provide you with our range of services including to identify you as a user or member of the website, remember your preferences, customise and measure the effectiveness of the app and our promotions, advertising and marketing, analyse your usage of the website, and for security purposes.

Cookies may collect and store your personal information. This Privacy Policy applies to personal information collected via cookies. If Cookies are disabled, FireLily Australia may not be able to provide you with the full range of its services.



### **Storage and Security**

FireLily Australia may store and process your personal information on its host's servers. You consent to the transfer, storage and retention of that information onto the servers of our host provider used from time to time by FireLily Australia, regardless of the location of those servers.

### **Update of Privacy Policy**

FireLily Australia may vary this Policy as business requirements or the law changes. FireLily Australia will review this Policy on a regular basis and update the Policy as required. If we decide to change our Policy, we will post those changes on our website so that you are aware of the changes.

### **Account Closure**

If you request FireLily Australia to do so, we will as soon as reasonably practicable close your account with the FireLily Australia website.

We may also close, terminate or deactivate inactive accounts or accounts that have been used in breach of our Terms and Conditions, Privacy Policy or other policies from time to time.

In general but, subject to other terms of this Privacy Policy, personal information from closed, terminated or deactivated accounts will remain on the Website database, but the login access to the account will be disabled as soon as reasonably practicable after account closure, termination or deactivation so that you and others cannot access the account.

To the extent permitted by law, we reserve the right under certain situations to retain and store your personal information for such period as is deemed necessary by FireLily Australia, notwithstanding closure, termination or deactivation of your account. Such situations include where we are required to comply with laws or regulations, the collection of fees owing to FireLily Australia, the resolution of disputes, the prevention of fraud, unlawful activity or activity prohibited by this Privacy Policy or our Terms and Conditions, or the enforcement of our Terms and Conditions or this Privacy Policy.